

Mass Media Tobacco Strategy Evaluation

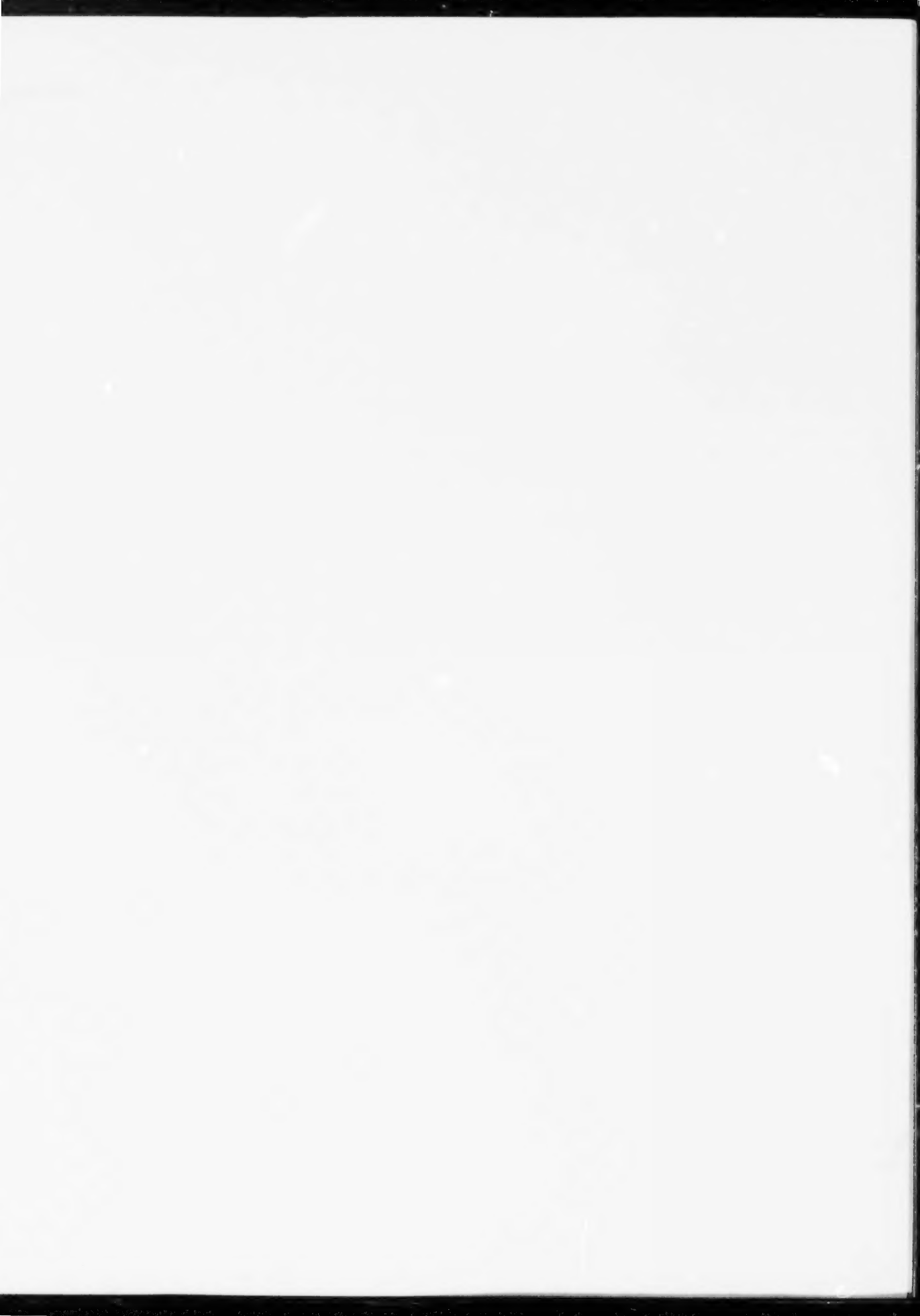
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Prepared for:

**Government of Northwest Territories
Department of Health and Social Services**

Prepared by:

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Executive Summary

This report presents a summary of the key findings of the *Mass Media Tobacco Strategy Evaluation*, prepared for the Government of Northwest Territories – Department of Health and Social Services.

Overview of the Strategy

Literature and statistics have pointed to high rates of smoking among youth of the Northwest Territories (NWT) compared to other areas of Canada. In an effort to combat smoking in the NWT, the Department of Health and Social Services began in April 2003 the design and implementation of a Mass Media Tobacco Strategy. The Strategy was developed with the assistance of Tait Communications & Consulting.

The strategy's anti-tobacco campaign, Don't Be A Butthead – Be Smoke Free, was officially launched in May 2004, with major campaign activities ending a year later in May 2005. Some activities, such as the running of public service ads will continue into 2006.

The goal of the strategy was to encourage children to "remain smoke-free throughout their teenage years and beyond."¹ The specific approach of the tobacco campaign was to focus on non-smokers aged 8 to 14 years, with a secondary focus on other youth and adults.

Evaluation Background and Objectives

The *Mass Media Tobacco Strategy Evaluation* was undertaken to identify the success of the Don't Be a Butthead – Be Smoke-Free campaign, relative to its stated objectives.

An Evaluation Matrix was developed to serve as a guide for the completion of the evaluation. Research activities encompassed numerous target groups to measure the effect of the campaign on different stakeholders. Surveys and interviews were undertaken as follows:

- 365 youth surveys;
- 202 parents/guardians surveys;
- 30 education stakeholder interviews; and
- 96 community/health stakeholder interviews.

A review of Tait Communications & Consulting administrative data helped measure the distribution of campaign materials and provided additional insights as to the reach of the campaign.

¹ "Mass Media Tobacco Communications Strategy" by Tait Communications & Consulting, 2003 p. 28

Key Findings

Eight specific objectives were developed with the design of the campaign, and were assessed in the *Mass Media Tobacco Strategy Evaluation*. Key findings pertaining to each objective are as follows:

1. Campaign organizers obtained the support, endorsement and co-operation of key community influencers such as elders, community and band councils throughout the campaign.
2. 15 out of the 19 surveyed elementary/junior high schools (grades 3-9) actively used the curriculum, exceeding the target of 10 schools.
3. 38 out of 47 of schools with grades 3 to 9 had at least one class participating in the initiative, exceeding the target of 24 schools.
4. The campaign distributed 1,482 CD-ROMs to children and youth, falling short of its objective of 1,700 CD-ROMs.
5. The campaign obtained 2,375 commitment cards from children and youth to remain smoke-free, by far surpassing its target of 500 commitment cards.
6. The Don't Be a Butthead – Be Smoke-Free website (www.dontbeabutthead.ca) obtained 3,024 visits from May 2004 to July 2005, and may meet the objective of obtaining 5,600 visits within the first two years, in the next year.
7. Parents and guardians of youth were actively involved in supporting the campaign's objectives of reducing youth smoking, as well as smoking among those of all ages.

Evaluation findings indicate that the tobacco strategy achieved five of its objectives with only the number of CD-ROMs distributed falling short, while the number of website visits may be reached within the next year.

An evaluation at a later date will be required to determine the degree to which the rate of smoking among children in the NWT aged 11 to 17 has decreased in the first three years following the campaign's launch.

Other Observations

In addition to evaluating the campaign relative to its stated objectives, the Consultant made note of a few other observations that could have enhanced the campaign, or may enhance future campaigns. These observations are highlighted below:

- The campaign may have resulted in some negative behaviour/feelings among some youth.²
- The campaign may have benefited from adapting its material for schools in small communities and for individuals who speak English as a second language.

² "Pitfalls in Tobacco Education (adapted from Teaming Up for Tobacco-Free Kids)" in Tobacco Education Teacher Resource Manual, Government of Northwest Territories, June 2004.

- Before awarding prize packages, campaign coordinators should confirm the smoke-free status of the participant.
- The campaign's premise could be applied to encourage youth to steer clear from and learn to deal with other issues such as drugs and alcohol.
- It may be difficult to attribute future changes in the proportion of youth who smoke to the campaign.
- One of the strategy's specific objectives was to decrease the rate of smoking among children aged 11 to 17 years of age by 10% in the NWT. Changes in smoking may be difficult to attribute solely to the Butthead campaign as other factors are at play, such as public opinion on smoking, cost of cigarettes, smoking by-laws, other campaigns etc.

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Section 1: Strategy and Evaluation Overview

1.1 Background to the Campaign

Literature and statistics have pointed to high rates of smoking among residents of the Northwest Territories (NWT) compared to other areas of Canada. A recent NWT survey indicates that 26% of NWT youth between the ages of 10 and 17 are current smokers compared to 19% for Canada overall in this age range.³

Intensive and sustained efforts to denormalize and counter tobacco use among children and youth are widely seen in current research as important in negating the influence of tobacco advertising and in communicating the health and social costs of tobacco use. Research has argued that to resonate with young people, counter-marketing campaigns should highlight the following:

- A tobacco-free lifestyle as the majority lifestyle;
- Explain the relevant dangers of tobacco in a personal and emotional way;
- Offer youth empowerment and control;
- Use multiple voices, strategies, and executions;
- Offer positive alternatives to tobacco use; and
- Portray smoking as unacceptable and undesirable.⁴

Research also demonstrates that counter-marketing activities are most effective when used in conjunction with other interventions in a comprehensive approach to alter youth perceptions about tobacco.

In an effort to combat smoking among youth in the NWT, the Department of Health and Social Services undertook the design and implementation of a Mass Media Tobacco Strategy, which began in April 2003. Funding for the strategy was obtained from the Mass Media Strategy of the Tobacco Control Programme, Health Canada.

The strategy was developed with the assistance of Tait Communications & Consulting, and included a detailed methodology and rationale for anti-tobacco programming for the NWT, including identified best practices.

The strategy's anti-tobacco campaign, Don't Be A Butthead – Be Smoke-Free, was officially launched in May 2004, with major campaign activities ending a year later in May 2005. Some activities, such as the running of public service ads will continue into 2006.

³ Summary Report: 2002 NWT School Tobacco Survey, January 2004. p. III.

⁴ McKenna J, Gutierrez K, McCall K. Strategies for an effective youth counter-marketing program: recommendations from commercial marketing experts. J Public Health Manag Pract. 2000 May; 6 (3): 7-13.

1.2 Goals of the Tobacco Strategy

The specific approach of the tobacco campaign was to target non-smokers between the ages of 8 and 14 with a secondary focus on other youth and adults. The goal of the strategy was to help encourage children to "remain smoke-free throughout their teenage years and beyond."⁵ The specific objectives of the strategy were developed with the design of the campaign and included:

1. Obtaining the support, endorsement and co-operation of key community influencers such as elders, community and band councils, within the first six months;
2. Within the first year, 10 elementary/junior high schools (grades 3-9) are actively using the tobacco curriculum;
3. Within the first year, 50% of schools with grades 3 to 9 had at least one class participating in the school challenge;
4. To distribute an anti-smoking CD-ROM to 1,700 NWT children and youth within the first year.
5. Within the first year, to obtain 500 commitment cards from children and youth to remain smoke-free;
6. To obtain 5,600 hits on an anti-smoking website within the first two years.
7. Parents and guardians of youth will be actively involved in supporting the campaign's objectives of reducing youth smoking, and, secondarily, smoking among those of all ages; and
8. To have the rate of smoking among children in the NWT aged 11 to 17 decrease 10% in the first three years.

To the extent possible, performance measures as outlined in the strategy objectives were used to gauge the success of the strategy.

1.3 Description of the Campaign

Although the campaign made use of a number of different media, the message was consistent: to encourage youth to remain smoke-free, and to encourage those in a position to influence youth (parents, teachers, others) to support and inform youth to keep them smoke-free. The campaign involved a "Butthead" character in many of its materials and on its website. Butthead was a cartoon cigarette that acted as the campaign's "villain", sarcastically encouraging youth to smoke and cheering tobacco's negative effects.

The major components of the campaign included:

Commitment Campaign: Commitment cards were developed to solicit youth's commitment to remain smoke-free. Youth who returned a commitment card received a Butthead t-shirt and a certificate. As well, with the permission of participants, their names were published in News/North or L'Aquilon newspapers. Additionally,

⁵ "Mass Media Tobacco Communications Strategy" by Tait Communications & Consulting, 2003. p. 28.

participants were entered for a chance to win one of two prize packages: a sport package (featuring a mountain bike, trampoline and other sports equipment) and an electronic package (featuring a digital camera and photo printer). Commitment cards were distributed at community events and schools and were gathered from May 2004 to May 2005.

School challenges: Schools were invited to hold a school challenge to see how many students in each class would commit to be smoke-free. Schools could also challenge another school in the NWT to see which school would get the most commitments to be smoke-free.

Website and CD-ROM: The website (www.dontbeabutthead.ca) and CD-ROM presented facts about smoking and led young people through a discovery of how smoking affects both their bodies and their lives. The purpose of the website and CD-ROM was to increase awareness of the campaign and to provide information on smoking. The website was publicized through events, Teacher Kits, Community Kits, displays, newsletters, as well as other promotional activities. CD-ROMs were distributed at events and schools throughout the NWT from July 2004 to May 2005.

Events attendance (displays and presentations): Organizers of the Butthead campaign attended a number of community events, including sporting events, various conferences and other activities. Events were attended with the interactive Butthead display as well as campaign materials.

School presentations: Organizers of the Butthead campaign also completed school visits during the campaign. The purpose of the school visits was to engage teachers and students and encourage schools to implement the campaign. School visits included the interactive display and inflatable Butthead, a review of campaign material, and the distribution of CD-ROMs.

Advertising and promotion (movie trailers, newspaper and radio ads, posters): The campaign made use of various media to reach its audience and encourage people to be smoke-free. Commitment ads were placed in News/North and L'Aquilon listing names when a minimum of 50 new commitment cards was received. Two movie trailers, *Butthead* and *Drive*, were aired from July to September 2004. The campaign was also promoted through radio ads, which ran in seven languages (Dogrib, Gwich'in, North Slavey, South Slavey, Chipewyan, English and French) until the campaign's end in May 2005.

Tobacco Curriculum: In addition to the Butthead campaign, the Department of Education, Culture & Employment of the NWT developed tobacco educational materials for the Health Curriculum of grades 3 through 9. This tobacco curriculum was distributed to schools in the NWT. The use of the curriculum was promoted during the school visits.

"Take the Challenge to Be Smoke-Free" video: The video showed NWT residents talking about smoking. It profiled real stories of smoke-free youth, reformed smokers, and those who are still struggling with the habit. The video was included in the Teacher Kits and Community Kits that were distributed by the campaign organizers as well as being distributed in 2004 with the new tobacco curriculum to all schools in the NWT.

"Help your Children to Be Smoke-Free" brochure for adults: Brochures targeting parents/guardians, which included information on how to talk to children about not smoking and the negative effects of smoking, were distributed. English brochures were distributed by mail in September 2004 to each NWT household, while French brochures were inserted in the French newspaper L'Aquilon. The brochure was also available at schools, at community events, and on the campaign website.

Teacher and Community Kits: The Teacher Kit contained everything the school needed to implement a challenge, while the Community Kit contained ideas for promoting the campaign. Both Kits included posters, commitment cards, the CD-ROM, a copy of the adult brochure, and a copy of the video. The Community Kits were delivered at community presentations, and the Teacher Kits were hand delivered or sent in the mail.

1.4 Background to the Evaluation

The *Mass Media Tobacco Strategy Evaluation* was undertaken to identify the success of the Don't Be a Butthead – Be Smoke-Free campaign, relative to its stated objectives.

The Steering Committee for this project consisted of representatives of the Department of Health and Social Services, representatives of Tait Communications & Consulting (campaign contractor), and representatives of Genesis Group Ltd (evaluation contractor). The Steering Committee's role included the review and revision of the evaluation framework and data collection instruments.

The evaluation included the following activities:

- Developing an evaluation framework for the strategy; and
- Evaluating the overall strategy in cooperation with Tait Communications & Consulting.

R.A. Malatest & Associates Ltd., Ms. Debora Simpson of the Genesis Group Ltd., and Dr. Anne Lavack were contracted to undertake the evaluation of the Don't Be a Butthead campaign.

The report is organized as follows:

- **Section 2** provides a description of the methodology, as well as the limitations and challenges of the evaluation;
- **Section 3 to 6** describe the evaluation findings;
- **Section 7** presents statistics and trends of the campaign's website; and
- **Section 8** summarizes the conclusions made throughout the report and provides the Consultant's other observations.

The report also contains eight appendixes, including a glossary of other tobacco related activities mentioned by respondents in the course of the evaluation, information on survey/interview completions, the data collection matrix and a copy of the survey/interview instruments.

Section 2: Methodology

2.1 Lines of Evidence

Based on an initial roundtable meeting with the project Steering Committee undertaken on May 10th, 2004, and on subsequent meetings with the Steering Committee, an evaluation framework to guide the evaluation was developed. Key activities included the following:

Development of the Evaluation Matrix, which served as a guide to the completion of the evaluation. It included expected data collection activities, an implementation schedule, as well as identified potential limitations associated with the evaluation and methodology. Further, a Data Collection Matrix was developed and is included as **Appendix 4**.

Review of Tait Communications & Consulting administrative data, including website statistics, number of commitment cards received, and the number of CD-ROMs, Teacher Kits and Community Kits distributed. A review of the campaign's monthly reports also provided additional insight as to the progress of the campaign throughout the last 12 months.

Completion of 365 surveys with youth aged 8 to 14 years of age using an intercept method at 2 events, the NWT Winter Games in Fort Smith and the Super Soccer event in Yellowknife. These events were chosen because they are large events that brought in youth in the target range. Further, these events are not elite games but events designed to increase recreation activities in an at risk population. Data collection took place from March 18 to April 15, 2005.

The survey was very visual in order to facilitate youth understanding and to stimulate their recollection of the campaign. Youth who participated in the survey received a gift bag containing caribou jerky, dried fruit and Goldfish® snacks.

This number of completions, i.e. 365, was calculated in order to obtain a $\pm 5\%$ margin of error, 19 times out of 20, which is the generally accepted margin of error for surveys. Overall, the majority of respondents were within the campaign's age-range, with most aged between 10 and 14 years of age. More details on the youth survey are included as **Appendix 2** and **Appendix 3**.

Completion of 202 surveys with parents/guardians of youth aged 8 to 14 years of age distributed as such: 68 completions in Yellowknife, and the remainder in regional areas and smaller communities. These surveys were undertaken over the telephone, between May and mid-June 2005. The sample consisted of randomly selected households that were in the 2005 NWT phonebook and where there were parents/guardians of youth in the target range. The refusal rate is not available. Survey interviewers located in two of the Consultant's call centers screened households according to the eligibility criterion (i.e. where there were parents/guardians of youth aged 8 – 14 years of age in the household). Households that met the criterion were invited to participate in the survey. Information such as the number of calls made by

each survey interviewer, and the number of households that met the criterion, was not gathered because of the randomized process that did not require survey interviewers to track calls. However, a debriefing session with survey interviewers revealed that although most households did not meet the eligibility criterion, households that met the criterion had a low refusal rate.

Respondents were evenly distributed among households where there were daily smokers (49%), and households where there weren't any daily smokers (51%). More details on the parents/guardians survey are included as **Appendix 2** and **Appendix 3**.

In order to enhance response rates, a draw for a \$100.00 gift certificate at the store of the winner's choice was built into the survey. The draw took place on July 12, 2005 using random numbering of all entries. A Yellowknife resident won.

Completion of 30 interviews with education stakeholders, such as teachers, assistant-principals and principals. The Consultant undertook to interview 15 educators who used the campaign material and 15 who did not. Although the Consultant requested to speak with educators who had not used the material, many principals claimed that all teachers in their school had used at least some of the material. This was further compounded by the fact that schools in regional areas and smaller communities have few classrooms and teaching staff.

To compensate for the reduced number of interviews with educators who had not used the material, the Consultant completed additional interviews with those who had used the material. In total, 22 interviews were completed with educators who had used the material, and 8 with those who had not. These interviews were completed between April 26 and June 17, 2005. More details on the education stakeholder interviews are included as **Appendix 2** and **Appendix 3**.

Completions of 96 interviews with community/health stakeholders, such as Community Health Representatives (CHR), nurses, Senior Administrative Officers (SAOs), Chiefs, Band Managers, Recreation Leaders, and Adult Educators. The Consultant undertook to interview three stakeholders from each of the 33 NWT communities.

In instances where one stakeholder said that he/she was not aware of the campaign, the Consultant tried to contact other community stakeholders to obtain as much information per community as possible. From May 27 to August 3, 2005 the Consultant completed 96 interviews with community/health stakeholders. In total, stakeholders from 32 communities were interviewed (Dettah and N'dilo shared the same community stakeholders and therefore only counted as one "community"). Interviews were distributed as follows:

- 24 CHRs or nurses;
- 37 SAOs, band managers or chiefs;
- 26 recreation leaders; and
- 9 adult educators.

More details on the community/health interviews are included as **Appendix 2** and **Appendix 3**.

Overview of Surveys and Interviews

All survey instruments and interview guides were developed in consultation with the Steering Committee and were designed using a combination of scaled and open-ended questions. These data collection tools were developed to ensure that the necessary information was gathered from each respondent in a consistent manner.

The parents/guardians survey, as well as the community/health representative interviews and education stakeholder interviews were field tested prior to data collection. These field tests provided information on the clarity of the questions and the length of time to complete each survey/interview. There were no modifications of questionnaires after the field test and full administration of the survey/interview were undertaken.

Contact names for the community/health stakeholder and the education stakeholder interviews were obtained from government departments. Educator interviews took approximately 15 to 30 minutes to be completed, while the community/health stakeholder interviews were shorter. All interviews were completed over the telephone.

Open-ended comments from the surveys and interviews were analyzed by grouping and coding similar responses according to theme.

To assess the overall campaign throughout the NWT, the Consultant contacted respondents from numerous communities. A table containing the number of completions, for each survey/interview by community is attached to this report as **Appendix 2**. As well, additional information relating to respondents and the number of completions for each survey/interview is also included at the end of this report in **Appendix 3**.

2.2 Research Limitations

A number of limitations and challenges impacted on the methodological approach and the findings of this evaluation. These limitations and challenges included the following:

- In addition, given the evaluation's reporting deadlines, many of the research activities were undertaken concurrently or immediately after the campaign. For example, survey data collection with youth was undertaken from approximately March 2005 to April 2005, at the same time that some of the campaign final activities were undertaken. As a result, the full extent of the campaign's effect may not be fully gauged in this evaluation due to federal timeframe and funding limitations.
- The current evaluation assesses components of the campaign that do not have predetermined performance measures as part of the strategy objectives (such as program effectiveness from the perspective of parents/guardians). As a result, some of the findings from this evaluation are largely qualitative, and will not judge the success of the program against predetermined performance measures.

- Data collection activities for the youth survey were undertaken through the intercept method at site-specific events. Although the events were attended by a large number of youth from different areas and communities, this limited the surveying to youth who did attend these events.
- Data collected from some of the surveys/interviews should be viewed with some caution, as respondents may have embellished their responses in order to appear like "good" individuals. For example, when asked if the adult brochure encouraged parents/guardians to talk to their children about smoking, some may have been tempted to respond in the affirmative in order to appear in a positive light.
- Likewise, some of the survey/interview questions asked respondents to assess the opinions of another party, which may not always reflect the exact state of mind of the concerned party. For example, educators were asked which campaign elements they felt students found most interesting, and parents/guardians were asked how seriously they felt their child took his/her commitment to be smoke free. Responses to these questions and similar questions may not at all times accurately reflect the thoughts and feelings of the concerned party.
- Some of the campaign elements, such as the brochure, some of the ads and movie trailers, etc. were introduced more than six months prior to surveys/interviews. This may have hindered respondents' ability to recall them.
- The parents/guardians survey was completed over the telephone with residents of the NWT, however not everyone has a telephone. Some parents/guardians of youth aged 8 to 14 years of age may have not been included in the population from which the sample was drawn. Outside of the larger centres of Yellowknife, Fort Smith, Hay River and Inuvik, the Bureau of Statistics estimates that some 78% of dwellings have a telephone.

Section 3: Youth and the Campaign

This section will examine the distribution of campaign material geared toward youth, as well as youth's reaction to the campaign and to the commitment to be smoke-free. The following strategy objectives will be addressed:

- Within the first year, distributing an anti-smoking CD-ROM to 1,700 NWT children and youth; and
- Within the first year, obtaining 500 commitment cards from children and youth to remain smoke-free.

3.1 Scope and Reach of Youth Campaign

Commitment cards were distributed and collected through attendance at community events, school challenges and promotional events. The campaign far exceeded its goal of obtaining 500 commitment cards. Commitment cards were gathered from May 2004 to the end of the campaign, in May 2005. As of May 26, 2005, the number of commitment cards received was 2,375. Additionally, the campaign distributed 1,482 CD-ROMs from July 2004 to May 2005, falling somewhat short of its original target of 1,700 and of the print run of approximately 2,000.

Overall, the campaign appears to have been memorable for youth. The majority of surveyed youth (93%) reported that they had seen the Butthead character; with most stating that they had seen it at school (41%), on television/in commercials (15%), or on t-shirts (9%). Table 3-1 below illustrates the various locations where youth recalled having seen the Butthead character.

Table 3-1
Locations Where Youth Had Seen Butthead Character

Location	% of surveyed youth that recalled seeing the character
At school	41.0%
On television or in commercials	14.8%
On t-shirts	8.5%
On posters	5.6%
At the movies	4.6%
At a presentation or on a display	3.6%
On the web	3.3%
In a video	3.0%
As part of the challenge to be smoke-free	1.3%
At home	1.0%
Other	20.7%

n = 305

Source: Youth Survey, Q1

Note: Total does not equal 100% due to multiple responses.

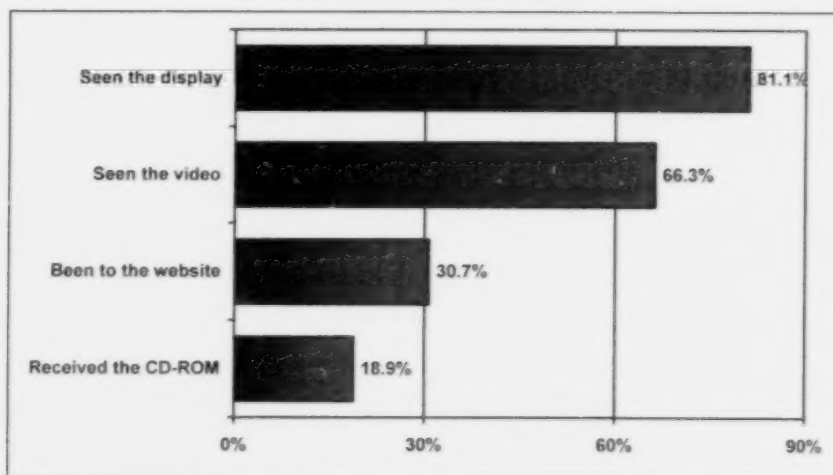
Approximately one fifth (21%) of the respondents indicated that they had seen the character in "other" locations. Among these other locations, respondents identified:

- Various NWT communities, such as Hay River, Paulatuk, Fort Providence, etc. (36 respondents identified 18 different communities);
- At the store, the mall or the co-operative (7 respondents);
- At the pool, the arena, the youth center, etc. (5 respondents);
- "Everywhere" (5 respondents)
- The Students Against Smoking – Yeah (SASY) conference (2 respondents)

This seems to indicate that the campaign had a strong visibility among youth and that the campaign's "villain", Butthead, was noticeable and memorable to youth.

Exposure to the different campaign materials varied. While the majority of surveyed youth reported having seen the display (81%) or the video (66%), fewer recalled having been to the website or having received the CD-ROM, as illustrated below in Figure 3-2.

Figure 3-2
Youth Exposure to Campaign



n = 365

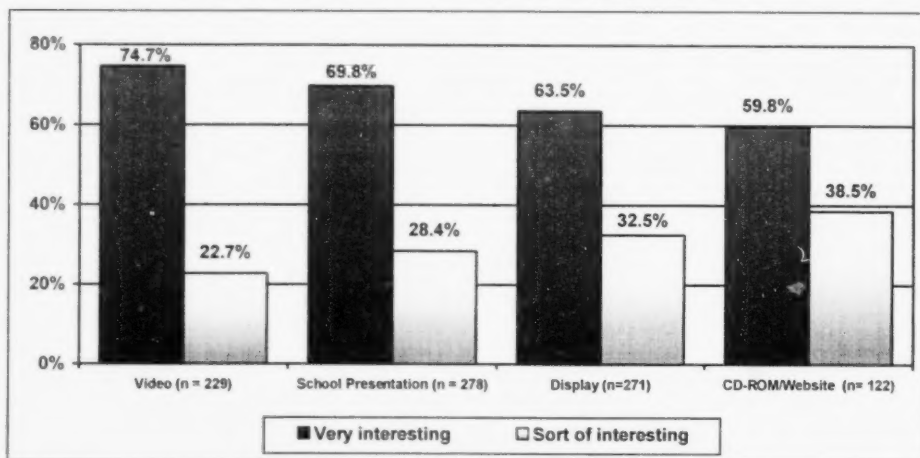
Source: Youth Survey, Q2 - 5

Only 19% of the surveyed youth recalled having received the CD-ROM. Those who said that they had received the CD-ROM were asked whether they used it or not. Of those who received the CD-ROM, 57% said that they had used it, while 36% said they had not. The remainder did not know whether they had used it or not.

3.2 Youth's Reaction to the Campaign

Surveyed youth were asked to rate the various campaign elements. Generally, youth found the various campaign elements to be "very interesting" or "sort of interesting". As illustrated by Figure 3-3 below, the largest proportion of youth found the video to be "very interesting" (75% of youth).

Figure 3-3
Level of Interest of Youth Toward Campaign Elements¹



n = 122 to 278

Source: Youth Survey, Q6

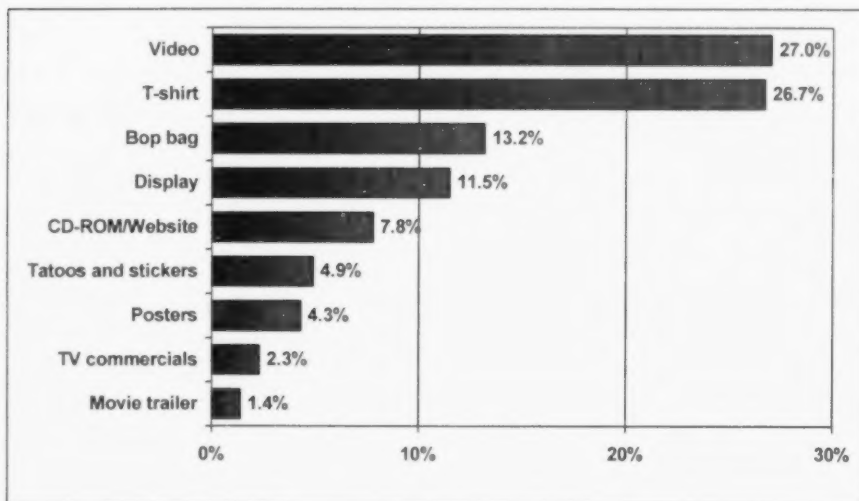
¹ Includes only those who said that they had seen the campaign element.

Overall, all four campaign elements were perceived as interesting for youth. More than half of all respondents felt that the video (75%), the school presentation (70%), the display (64%) and the CD-ROM/website (60%) were "very interesting".

Similarly, education stakeholders were asked to identify three elements of the campaign they felt students found most interesting. The majority of education stakeholders who used the campaign materials felt that the school presentation was among the top three most interesting (64%). Fewer felt that the touch and feel display (46%) or the video (41%) were among the top three and even less (14%) felt that the CD-ROM/website was among the top three most interesting campaign elements.

Youth respondents were also asked to identify which campaign element they liked best and to explain briefly why they liked it best. More than one-quarter of the surveyed youth stated that they preferred the video (27%) or the t-shirts (27%). The bop bag (13%) and the display (12%) were also among the most liked campaign element. Figure 3-4 provides details for all campaign elements.

Figure 3-4
Campaign Elements Youth Liked Best



n = 348

Source: Youth Survey, Q7

Reasons provided for youth preferring the top four items (items that obtained more than 10% of responses) were as follows:

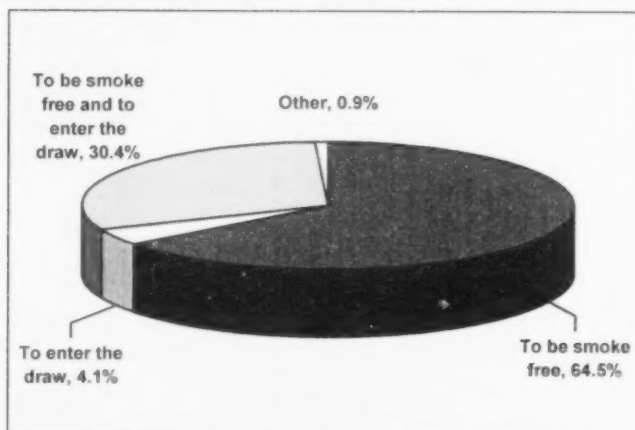
Video n = 73	It was interesting (23%)
	It was informative (14%), it gave information on what smoking does to the body (14%)
	It was cool (12%), nice/awesome/good (12%), or made them not want to smoke (12%)
T-Shirt n = 68	Being able to wear it (31%)
	It was cool (25%)
	It showed others that they are smoke-free/that they took the challenge to be smoke-free (22%)
Bop Bag n = 35	They could punch, hit or kick it (63%)
	It was nice/good/awesome (17%)
	It was cool (14%)
Display n = 35	It was informative (40%)
	It was interesting (37%)
	It gave information on what smoking does to the body (23%)

Overall, it would appear that, based on the reasons provided for the top four campaign elements, youth preferred elements that were "cool", informative, and that provided information on what smoking does to the body.

3.3 Youth and the Commitment to Be Smoke-Free

The majority (73%) of surveyed youth reported that they had seen the campaign's commitment cards. Likewise, the majority of those who had seen the commitment cards had filled one out (88%). Surveyed youth who have seen the commitment cards and who made the commitment to be smoke-free were asked why they had. Figure 3-5 below illustrates their responses.

Figure 3-5
Reasons for Making the Commitment to Be Smoke-Free



n = 217
Source: Youth Survey, Q9

The main reasons youth filled a commitment card was to be smoke-free (65%), or to be smoke-free and enter the draw (30%). Few respondents said that they had filled-out the card only to enter the draw (4%).

In addition to these reasons, two respondents indicated other reasons for making the commitment. One said that he/she made the commitment because he/she did not want to have lung cancer, while the other wanted his/her grandfather to stop smoking.

Of the surveyed youth who have seen the commitment cards, only 27 (11%) did not fill one out. Reasons for not making the commitment, for most respondents, included:

- Not getting a commitment card (4 respondents);
- Forgetting to fill-out the commitment card (4 respondents);
- Not having the time to fill-out the commitment card (3 respondents);
- Not wanting to make the commitment (3 respondents); and
- 4 respondents did not know why they did not make the commitment.

Further, one youth said that, although he/she had not filled-out a commitment card, he/she felt that he/she had made the commitment in his/her heart. In addition, another youth said that he/she was currently trying to quit smoking.

Overall, surveyed youth who have seen the commitment cards have made the commitment to be smoke-free, as only a small portion (11%) did not make the commitment.

Almost all surveyed youth said that they were currently smoke-free (92%), however fewer felt that they would still be smoke-free in five years from now (79%), and many felt that they did not know whether or not they would still be smoke-free in five years (17%).

3.4 Key Findings of Youth Surveys

The Don't Be a Butthead – Be Smoke-Free campaign has been memorable for youth. More than ninety percent (93%) of surveyed youth reported having seen the Butthead character and most recalled having seen the display (81%) and the video (66%). Campaign elements that youth liked best included the video (27%) and the t-shirts (27%).

The campaign distributed 1,482 CD-ROMs, falling short of its target of 1,700 CD-ROMs. Furthermore, only 19% of the surveyed youth recalled receiving the CD-ROM, with approximately half (46%) of those saying that they had used it.

More than two thousand (2,375) commitment cards were received, far exceeding the campaign's goal of 500. The majority (65%) of youth who filled-out a commitment card did so to be smoke-free, while 30% did so to be smoke-free and to enter the draw.

Overall, the youth component of the campaign appears to have been successful as numerous youth made the commitment to remain smoke-free. Additionally, surveyed youth were able to recall elements of the campaign, which indicates that the campaign has been memorable to them. Finally, 79% felt that they would still be smoke-free in five years.

Section 4: Parents/Guardians and the Campaign

Parents and guardians of youth aged 8 to 14 years of age were surveyed in order to measure the reach of the campaign, as well as to gain additional insight as to the participation of youth in the campaign. The strategy objective that specifically related to parents and guardians was:

- Parents and guardians of youth will be actively involved in supporting the campaign's objectives of reducing youth smoking, and secondarily, smoking among those of all ages.

4.1 Scope and Reach of Parents/Guardians Campaign

As with youth, parents/guardians appear to have been widely exposed to the campaign. In fact, more than eighty-five percent (86%) of the surveyed parents/guardians of youth aged 8 to 14 years of age said that they were aware of the Don't Be a Butthead campaign.

Respondents were asked what they remembered of the adult brochure, the newspaper advertisements and the radio advertisements. Findings are summarized as follows:

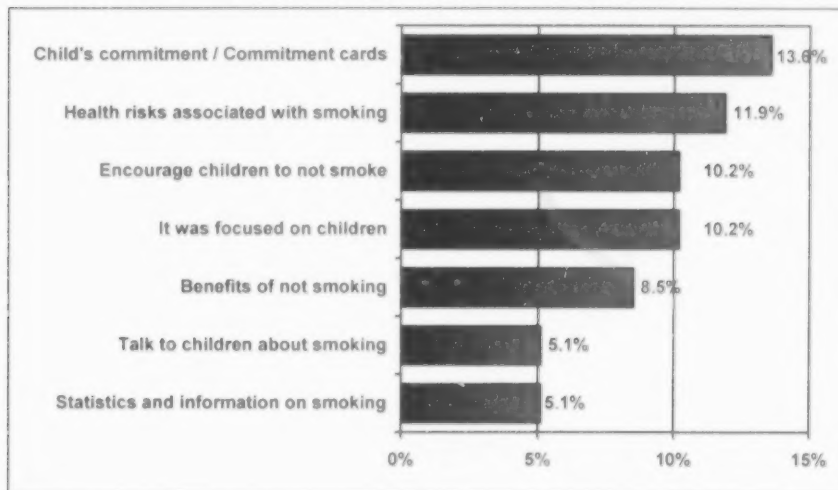
Adult Brochure

A brochure for parents/guardians, *Take the Challenge: Help Your Children to Be Smoke Free*, was produced in English and French. The English brochure was distributed by a mail drop that targeted all 15,500 NWT homes. The French brochure was distributed as an insert to the French newspaper L'Aquilon, which has a circulation of 1,000. All brochures were distributed in September 2004.

The brochure also accompanied the campaign's display and was distributed at events attended by campaign organizers. Additional brochures were requested by schools in Yellowknife, Rae Lakes, Tuktoyaktuk, Wekweti, Nahanni Butte, and Fort Smith. Overall, approximately 18,100 brochures were distributed (98% of the print-run).

Slightly more than half (54%) of surveyed parents/guardians remembered receiving the brochure. Of those who remembered receiving the brochure, 71% claimed that they had read it. These respondents were asked what they remembered about the brochure. Details are presented in Figure 4-1.

Figure 4-1
Elements of the Brochure Remembered by Parents/Guardians Who Had Read It



n = 59

Source: Parent/Guardian Survey, Q3b

Generally, parents/guardians who remembered receiving the brochure and who had read it recalled some of the main messages or components of the campaign, such as the commitment cards (14%), encouraging children to remain smoke-free (10%), and talking to children about smoking (5%). The goal of the campaign, to encourage children to remain smoke-free, thereby appears to have been successfully expressed to parents/guardians.

It should be noted that 20% of parents/guardians who had read the brochure were unable to recall anything specific about the brochure and 17% recalled various "other" things.

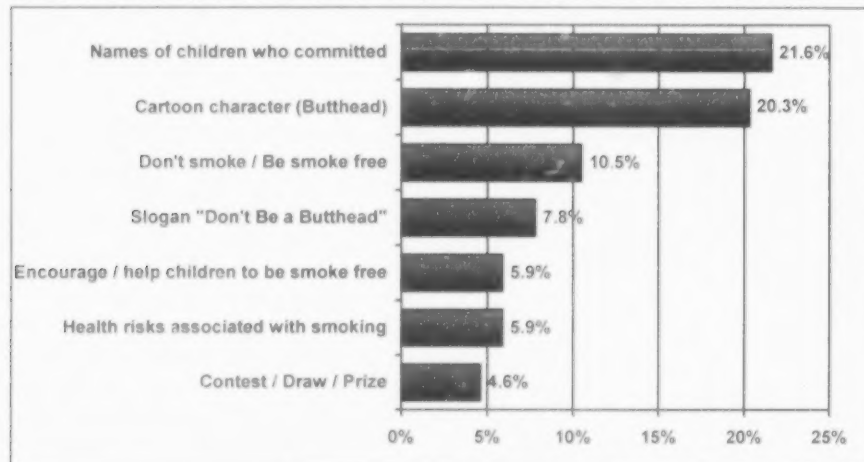
Although the major purpose of the brochure was to get parents/guardians to talk to their children about smoking, very few parents/guardians recalled that component of the brochure. However, as will be shown in **Section 4.3 Impact of the Campaign on Parents/Guardians**, the majority (83%) of respondents who had read the brochure did talk to their children about smoking. This seems to indicate that although parents/guardians did not find talking to their children about smoking to be a memorable component of the brochure, most did grasp the main focus of the brochure.

Newspaper Advertisements

Newspaper ads listing the names of youths who committed to be smoke-free were placed in News/North and L'Aquilon newspapers when a minimum of 50 commitment cards was received.

The majority (81%) of surveyed parents/guardians remembered seeing the campaign's newspaper advertisements. Respondents who remembered the newspaper ads were asked what they specifically remembered. Elements that were recalled are presented in Figure 4-2.

Figure 4-2
Elements of Newspaper Ads Recalled by Parents/Guardians Who Had Seen the Ads



n = 153

Source: Parent/Guardian Survey, Q5b

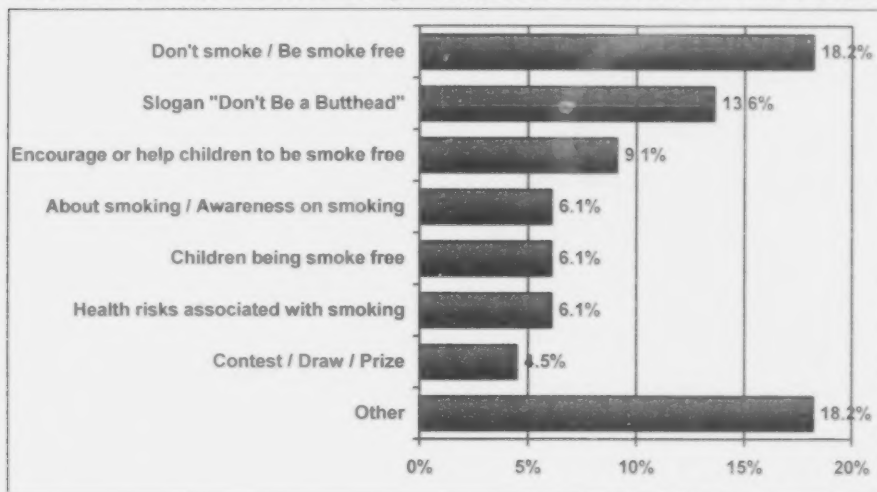
The names of children who committed to being smoke-free, and the Butthead character were remembered by most of the respondents (22% and 20% respectively). It is interesting to note that the Butthead character appears to have been more than twice more memorable than the slogan of the campaign "Don't Be a Butthead" – 20% of parents/guardians recalled the cartoon character, while 8% recalled the slogan.

Not included in the figure but recalled by respondents were names or stories of people who had quit smoking (5%), the target of the campaign "children being smoke free/who are smoke free" (4%), and that it encouraged people to talk to their children about smoking (3%). Additionally, 11% of respondents did not recall anything specific about the ads and 13% recalled other things.

Radio Advertisements

The campaign also included radio ads, which ran until the campaign's closure in June 2005. The ads were produced in seven languages (Dogrib, Gwich'in, North Slavey, South Slavey, Chipewyan, English and French). Just over one-third of respondents (37%) recalled hearing the radio ads.

Figure 4-3
Elements of Radio Ads Recalled by Parents/Guardians Who Had Heard the Ads



n = 66

Source: Parent/Guardian Survey, Q6b

Elements of the radio ad that were recalled by most respondents who had heard the ads were its message about not smoking or being smoke free (18%), as well as the slogan "Don't Be a Butthead" (14%). It should be noted that 12% did not recall anything specific about the radio ads.

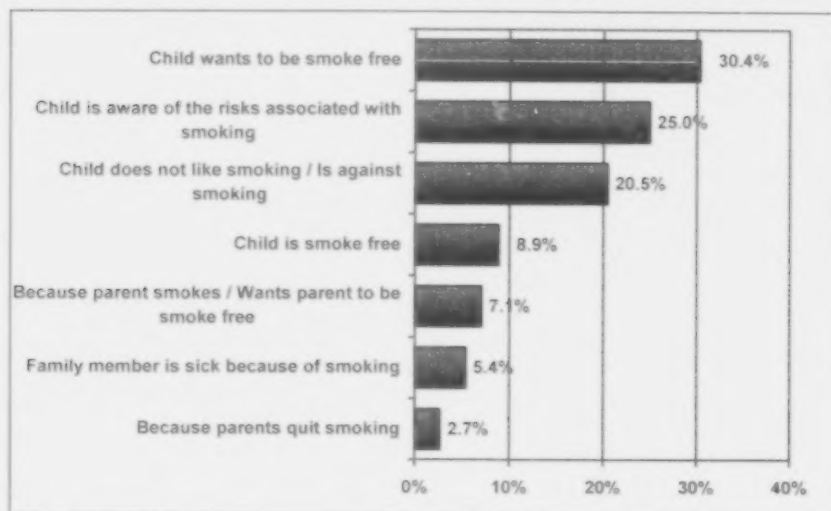
Additionally, 11 respondents (18%) recalled other things, some of which may have been from other tobacco campaigns. Other elements of the radio ad recalled by respondents included:

- Smoke-free week, national awareness week or tobacco-free day;
- A competition in the Health Services Department;
- The ad was aimed at children / Smoking is not good for children;
- No smoking around elders / Smoking outside;
- Trying to get parents to take the challenge;
- A chance to win a trip if they remain smoke-free.

4.2 Parents/Guardians' Perception of the Commitment Cards

The majority (57%) of surveyed parents/guardians said that their child signed a commitment card (22% said their child did not, and 21% did not know). Parents/guardians who said that their child signed a commitment card were asked why they thought their child signed the card.

Figure 4-4
Reason Child Signed Commitment Card, According to Parents/Guardians



n = 112

Source: Parent/Guardian Survey, Q7b

According to the parents/guardians of youth who signed the commitment card, most did so because they want to be smoke free (30%), because they are aware of the risks associated with smoking (25%), or because they do not like smoking/are against smoking (21%). Other reasons provided by parents/guardians included that the child lives in a smoke-free environment, and that the child participated in the D.A.R.E. (Drug Abuse Resistance Education) program.

Reasons for youth signing a commitment card, according to parents/guardians, appear to support youth reasons for making the commitment to be smoke-free, as presented in **Section 3.3**. That is, youth made the commitment because they want to be smoke-free, or to be smoke-free and enter the draw.

Parents/guardians of youth who had made the commitment to be smoke free were also asked how seriously they felt their child took his/her commitment. The majority of parents/guardians felt that their child took his/her commitment "very seriously" (87%), while few (12%) felt that their child took his/her commitment "somewhat seriously". Only one parent/guardian felt that their child took his/her commitment to be smoke-free "not at all seriously".

Few parents/guardians said that their child did not sign a commitment card (22%). These respondents were asked why they felt that their child did not sign a commitment card. Reasons provided by these parents/guardians were as follows:

- Child did not receive, or does not remember receiving, a commitment card (42%);
- To their knowledge, the school did not offer their child a card (13%);

- Child might have been absent when the school talked about it (11%); and
- Less than 10% felt that their child had not signed a commitment card because he/she was a smoker (8%), was not aware of the campaign (8%) or was not interested/motivated in it (5%).

It should be noted that 18% provided other reasons, which included already being smoke-free, or not having been presented the card or the campaign in a clear and up-front manner, i.e. the child might not have understood the purpose of the commitment cards.

Although these few parents said that their child had not signed a commitment card, a larger proportion (57%) of parents/guardians said that, to their knowledge, their child had signed a commitment card and that their child took their commitment to be smoke-free very seriously (87%).

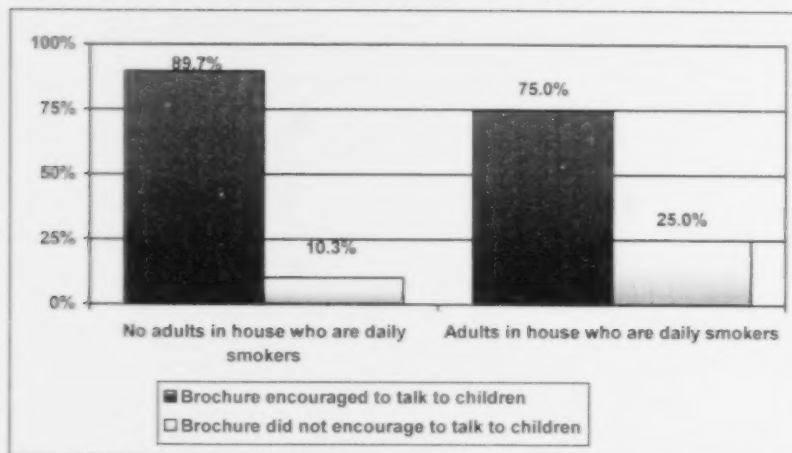
4.3 Impact of the Campaign on Parents/Guardians

In addition to the campaign's goal of encouraging children to remain smoke-free, the campaign also influenced parents/guardians, not only to talk about smoking with their children, but also in other ways.

More than eighty percent (83%) of surveyed parents/guardians who read the brochure said that it encouraged them to talk to their child about smoking. Those who said that the brochure did not encourage them to talk to their child (17%) were asked to explain why not. Most replied that they already had discussed smoking with their child and that the brochure did not prompt any new discussions. Two parents/guardians stated that they felt the topic was already covered at their child's school.

As Figure 4-5 below illustrates, the majority of respondents, regardless of whether there were daily smokers in the household, said that the brochure encouraged them to talk to their child about smoking, with slightly less for households where there were daily smokers (90% – no adults who are daily smokers, and 75% – adults who are daily smokers). This seems to indicate that the brochure did encourage parents/guardians to talk to their children about smoking.

Figure 4-5
Discussions About Smoking Prompted After Receiving and Reading the Brochure

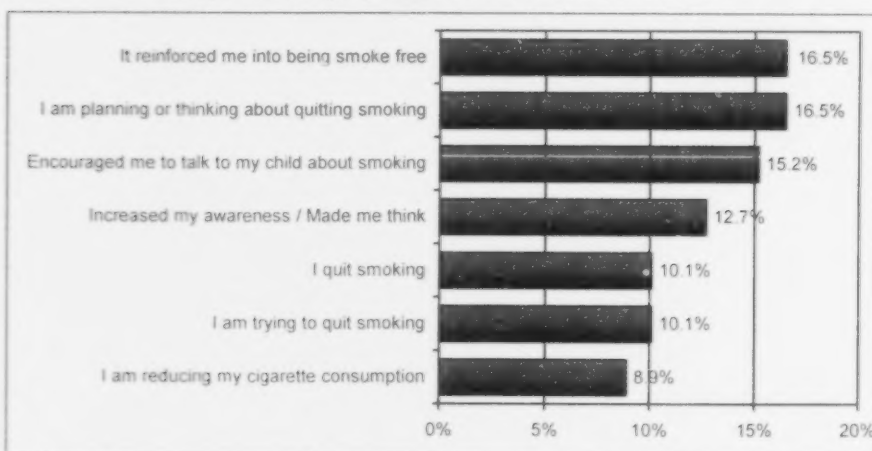


n = 32-39

Source: Parent/Guardian Survey, Q4a and Q11

Additionally, a little more than half (53%) of the surveyed parents/guardians said that the campaign had influenced them in one or more ways. These respondents were asked to explain in what way(s) the campaign had influenced them. Figure 4-6 highlights their responses. It should be noted that many respondents (26%) who said that the campaign influenced them, when asked how it did, provided unrelated responses (e.g. commenting on the campaign without indicating how it had influenced them). These responses are excluded from the figure.

Figure 4-6
Ways the Campaign Influenced Parents/Guardians



n = 79

Source: Parent/Guardian Survey, Q9b

Many of the respondents who said that the campaign had influenced them made changes or are planning to make changes in their tobacco consumption:

- 17% said that they were planning or thinking about quitting smoking;
- 10% said that they are trying to quit smoking;
- 10% said that they had quit smoking; and
- 9% said that they are reducing their cigarette consumption.

It seems that the campaign not only encouraged parents/guardians to talk to their children about smoking, but also may have encouraged parents/guardians to make changes in their smoking habits.

4.4 Key Findings of Parents/Guardians Surveys

Survey findings indicate that parents/guardians were actively involved in supporting the campaign's role of reducing youth smoking. Parents/guardians recalled receiving the brochure (54%), seeing the newspaper ads (81%), and hearing the radio ads (37%). In general, when asked what they remembered about the brochure, newspaper ads and radio ads, parents/guardians recalled the commitment cards – whether it was their children's commitment or the ads listing names of children who made the commitment – and the campaign's message of encourage/helping children to remain smoke-free.

Additionally, more than eighty percent (83%) of those who remembered receiving the brochure and who had read it said that it encouraged them to talk to their children about smoking. Furthermore, the campaign may also have influenced parents/guardians in making changes in their tobacco consumption.

Section 5: Educators and the Campaign

The evaluation included interviews with education stakeholders, such as teachers, assistant-principals and principals. These interviews were designed to collect information regarding the use of the campaign material and the tobacco curriculum, as well as the level of participation in school challenges. Specific objectives addressed in this section are:

- Within the first year, 24 out of 47 schools with grades 3 to 9 had at least one class participating in the school challenge; and
- Within the first year, 10 elementary/junior high schools (grades 3 to 9) are actively using the tobacco curriculum.

5.1 Scope and Reach of the Education Campaign

All (100%) surveyed educators were aware of the campaign. This is particularly relevant as educators played a primary role in the promotion of the campaign at the school level. As mentioned in **Section 3.1 Scope and Reach of Youth Campaign**, 41% of surveyed youth who remembered seeing the Butthead character said that they had seen it at school.

To assist educators and to promote the campaign, organizers undertook numerous school visits. All school principals were telephoned and asked if they would like a school visit. From September 2004 to May 2005, 45 school visits were conducted by campaign organizers. Of the 45 schools that were visited, 38 participated in the initiative (84%). In addition to the school visits, the campaign organizers attended six school events, including Students Against Smoking – Yeah (SASY) and Building Leadership for Action in Schools Today (BLAST) conferences and activities. Overall, 47 NWT schools fell within the campaign's target (i.e. had grades 3-9), for an overall school participation rate of 81%.

In addition to the school visits, Teacher Kits were distributed. Teacher Kits contained information on how to launch a school challenge and promote the campaign. Almost all surveyed educators (93%) said that they had received a Teacher Kit. In total, 69 kits were distributed.

Although the Consultant agreed to survey 15 educators who used the material and 15 who did not, it was only able to contact 8 educators who did not use the material. This seems to indicate that most of the educators that were surveyed had used some of the campaign material.

Educators who had not used the material were asked why they had not done so. The main reasons provided by educators for not using the material in the Teacher Kit were: having already covered tobacco issues (3 educators) and lacking the time/flexibility to include it in the class' curriculum (2 educators). These educators also identified other reasons for not using the material, including:

- The campaign did not fit with the philosophy of the school. The staff did not like the negative tone the campaign took towards current smokers, and/or felt that the campaign was too aggressive (1 educator);
- An overwhelming feeling of discouragement caused the high incidence of smoking, especially in older grades (2 educators); and
- The activities were organized by someone from the community rather than school staff, or the school presentation sufficiently covered the material (2 educators).

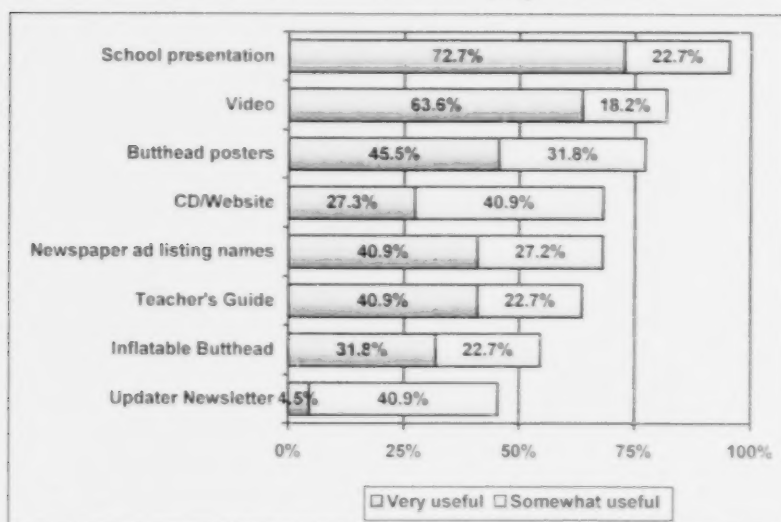
Other comments made by educators who had not used the campaign material included:

- Using other material provided by the NWT health centre (*Barb Tarbox - A Life Cut Short by Tobacco, Diary of a Teenage Smoker*), or participating in other activities such as Smoke Screening and the BLAST Conference;
- Requesting campaign elements that do not require additional work for the staff. This school had obtained the video from its health centre and felt that more material that did not require work was needed; and
- Keeping the material for a later time or another school year.

5.2 Educators' Reaction to the Campaign

Interviewed educators who had used at least some of the material (22 educators) were asked to evaluate the level of usefulness of the campaign element(s) that they had used. Findings are highlighted below.

Table 5-1
Net Level of Usefulness of Campaign Elements



n = 22
Source: Educator Interview, Q4

- The campaign did not fit with the philosophy of the school. The staff did not like the negative tone the campaign took towards current smokers, and/or felt that the campaign was too aggressive (1 educator);
- An overwhelming feeling of discouragement caused the high incidence of smoking, especially in older grades (2 educators); and
- The activities were organized by someone from the community rather than school staff, or the school presentation sufficiently covered the material (2 educators).

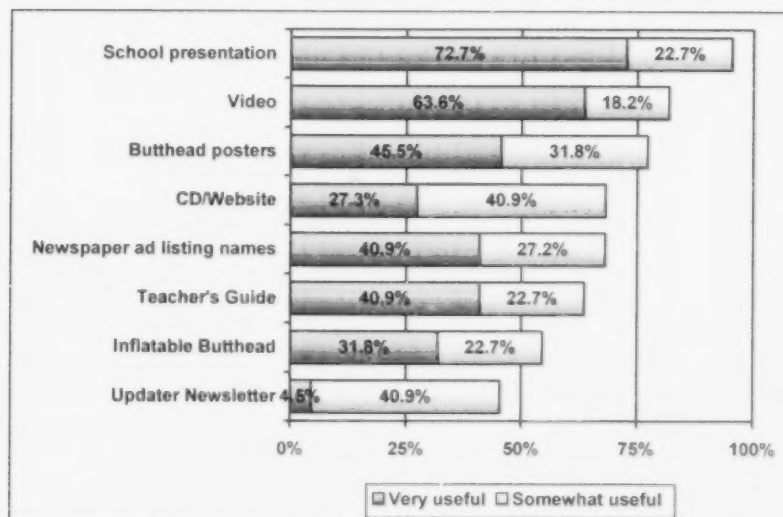
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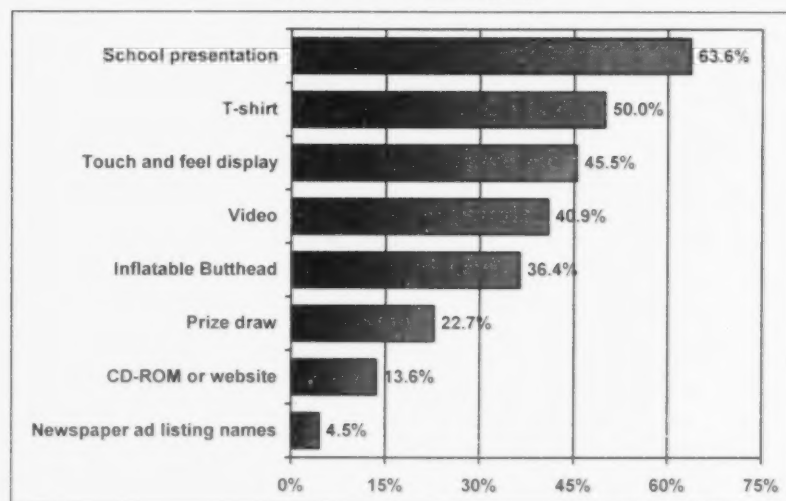
n = 22
Source: Educator Interview, Q4

At least 75% of the educators who had used the material found the school presentation (96%), the video (82%), and the posters (77%) to be either "very useful" or "somewhat useful". However, less than 50% found the Updater Newsletter to be "very useful" or "somewhat useful". This is not surprising as it was not intended to be of major use in implementing the campaign but rather to keep educators and others informed as to the progress of the campaign.

Respondents were more split on the level of usefulness of the inflatable Butthead. Although slightly more than half of the respondents said it was very useful or somewhat useful, 23% said that it was not at all useful (not shown in Figure 5-1). Some respondents felt that the inflatable butthead was more distracting than useful.

Educators who had used the campaign material were also asked to identify which three campaign elements they felt students found most interesting (attractive). Generally, educators believed that students thought the presentation (64%), the t-shirt (50%) and the touch and feel display (46%) were the top three campaign elements, as shown in Figure 5-2.

Figure 5-2
Educators' Perception of Top Three Most Interesting (Attractive) Elements of the Campaign



n = 22

Source: Educator Interview, Q7a

A few interviewees (14%) thought that students found other elements of the campaign most interesting or attractive. These other campaign elements included a pizza party for the winners of the school challenge, a school poster contest and a combination of all campaign advertisement, such as the posters, the newspaper ads, etc.

Generally, educators felt that campaign elements that included outside visitors and new activities, that were visual and/or tangible, or interesting/informative were perceived as more interesting by students.

Additionally, two educators expressed their appreciation toward being included in the school visits, as they were from small remote communities, where visits from outsiders were welcomed.

5.3 School or Classroom Challenge and Other Campaign Activities

Educators who used the campaign material were asked if they felt there were barriers that kept the children in their school or classroom from becoming engaged in the campaign. The majority (82%) did not feel that there were any barriers, however a few (four educators) identified at least one barrier. Barriers identified by interviewed educators were as follows:

- Students who were smokers could not readily participate in the campaign as it was targeted towards keeping non-smokers from smoking;
- The language in the presentation was not adapted for a First Nations school;
- Commitment cards were returned to children who hadn't signed them (younger children had printed their names instead of signing it); and
- There were problems with the parental permission forms, for example, students forgetting to return them.

School or Classroom Challenge

Data provided by Tait Communications & Consulting indicated that 38 out of 47 schools that fell within the target range (grades 3 through 9) participated in the initiative. Overall participation was 81%, thereby meeting the campaign objective of, within the first year, having 50% of schools with grades 3 to 9 having at least one class participating in the school challenge.

Education stakeholder interviews revealed that more than 70 classes participated in a classroom challenge (only one school stated that it challenged another school). Some schools responded that "all" of their classes participated, without mentioning the total number of classes in the school. Participating grades ranged from kindergarten to grade 12, thereby exceeding the campaign's target age-range.

One school offered detailed information on the level of participation in its classroom challenge. Of its 16 participating classrooms, two obtained 100% participation rate. Overall, 274 out of 416 students participated in the challenge. At this school, grades 3 through 6 obtained the highest participation levels. Grades 7 and 8 had fewer participants, with grade 8 being the least successful of the school, obtaining 38% of participation. The interviewed educator felt that many of the older students had already started to smoke or did not wish to advertise the fact that they did not smoke, which may have caused the drop in participation level in higher grades.

Activities Related to the Campaign

The majority (77%) of the interviewed educators who used the campaign material also said that their school or class organized other activities related to the Don't Be a Butthead campaign. Interviewed educators indicated numerous activities, with most schools holding one or more of the following activities:

- Designing posters and artworks or organizing poster or essay contests;
- Including the campaign with the school's BLAST activities;
- Viewing the Smoke Screening video or other videos such as *Barb Tarbox - A Life Cut Short by Tobacco*; and
- Holding discussions and presentations on the topic of tobacco.

Some schools also held activities that involved the community such as open houses, where conferences and workshops took place. Campaign materials were also included in these larger-scale projects:

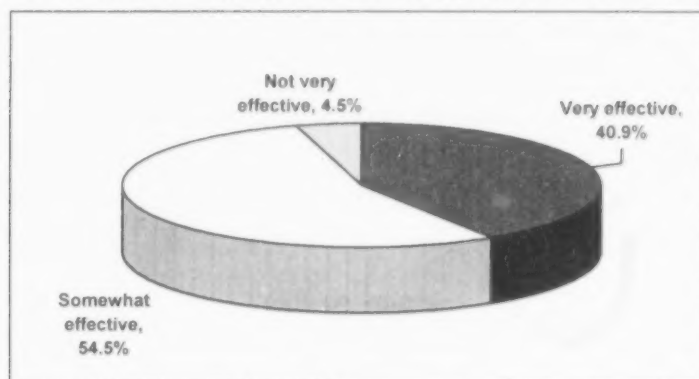
- An "Up in Smoke Community Project" which involved a survey of community members on how many cigarettes they smoked, how much it costs them, etc.;
- A school health project in which children presented all body systems. Each made a model of their body, as well as a working model. This activity included a scavenger hunt where the community was invited; and
- A smoking experiment involving a ketchup bottle. An empty ketchup bottle was filled with cotton balls and, everyday, students would make it "smoke" a cigarette through the ketchup dispensing hole and watch as the cotton balls changed colour from the smoke. Results of the experiment were presented to the community.

Just over half of the educator sample involved their classroom in a challenge (55%) and many included the campaign's material into other activities (77%). The campaign appears to have achieved a high level of success at the school level.

5.4 Educators' Perception of the Campaign's Effectiveness

For the most part, the 22 interviewed educators who had used the campaign materials felt that the campaign was somewhat effective (55%) or very effective (41%).

Figure 5-3
Level of Effectiveness of Campaign in Encouraging Children to Remain Smoke-Free



n = 22

Source: Educator Interview, Q9

A few respondents provided comments on the perceived effectiveness of the campaign. Their comments included:

- It made students think about smoking, or made them realize the effects of smoking;
- The effectiveness varied depending on the grade level of the students, being more effective with lower grades; and
- Although the campaign was effective in the short-term, the long-term impact is unclear.

A number of suggestions have been provided by the interviewed educators to improve the Butthead campaign. The most common suggestion was that the campaign should be on going, or last for a longer period of time. Educators also mentioned these suggestions:

- Sending personalized correspondence to the students' home, rather than sending them in bulk at the school;
- Providing some follow-up for children who worry about loved ones who smoke, such as a presentation, a smoke health-line, or mini-counseling;
- Distinguishing sacred tobacco from cigarette smoking (tobacco is a sacred item to many First Nations people);
- Making the campaign less generic / the age group was too large;
- Taking a more "cool" approach for older students who may already smoke or may not wish to advertise that they are non-smokers, e.g. base the campaign on a rock group;
- Focusing on girls, for whom smoking seems more popular;
- Having more smaller prizes rather than two big prize packages;

- Adapting the language to Native students for whom English might not be their maternal tongue;
- Limiting the workload at the school level, i.e. promoting, organizing, sending information, etc.

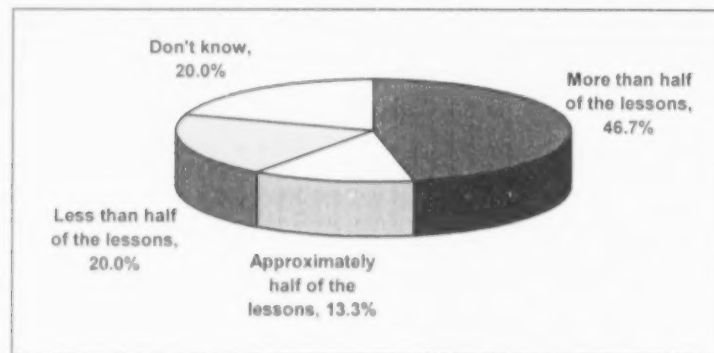
5.5 Tobacco Curriculum

The Department of Education, Culture and Employment (ECE) of the NWT developed tobacco educational materials for the Health Curriculum of grades 3 through 9. All schools within this grade range were mailed a curriculum package in October 2004. The majority (63%) of the interviewed educators said that, to their knowledge, their school received the Tobacco Curriculum (23% said it had not and 14% did not know).

Fifteen of all surveyed educators (79%) said that they had used the materials this school year, thereby meeting the objective of having 10 elementary/junior high schools actively using the tobacco curriculum within the first year.

These respondents were asked to estimate how much was used at their grade level (or if educator taught multiple classes or was a principal, how much was used on average). Educators' level of use of the curriculum was as follows:

Figure 5-4
Usage of Tobacco Curriculum Materials



n = 15

Source: Educator Interview, Q13a

The majority of those who had used the curriculum used at least half of the lessons – 13% (2 educators) felt that they had used approximately half of the lessons, while 47% (7 educators) felt that they had used more than half of the lessons.

Some educators used a combination of curriculum lessons with material from other sources, or included it with other tobacco related activities such as the Don't Be a Butthead campaign, Smoke Screening and BLAST. Overall, educators stated that they had used the following material:

- Lessons related to addictions, as well as the drug unit;
- The negative effects of tobacco use, cigarette packages warnings and how companies try to attract smokers;
- The worksheets and hand-outs; and
- The information section and the background.

Some of the respondents did not know specifically what had been used.

Educators who reported having received the Tobacco Curriculum but who had not used it were asked why they hadn't. Two of the four educators said that they had received the curriculum too late (the unit had already been completed). Additionally, one educator said that he/she did not teach health class, while another one said that tobacco did not come up as a topic this year but that he/she might cover it next year.

5.6 Key Findings of Education Stakeholder Interviews

The Don't Be a Butthead – Be Smoke-Free campaign appears to have been successful at the school level. Interviewed educators were all aware of the campaign and 38 schools, according to Tait Communications & Consulting data participated in the initiative. Further, interviewed education stakeholders reported that, in total, more than 70 classes participated in a challenge. Moreover, 77% of interviewed educators who had used the material said that their school organized other activities related to the campaign.

Interviewed educators, for the most part, felt that the campaign was somewhat effective (55%). Many suggested that the campaign should be continued and expressed the wish to see it return in subsequent school years.

In addition to the campaign, the Department of Education, Culture and Employment (ECE) developed a tobacco curriculum for grades 3 through 9. Of the interviewed educators, 63% said that, to their knowledge, their school had received the tobacco curriculum. Of those who believed that their school had received the curriculum, 79% (15 educators) said that they had used the materials this school year, thereby meeting the campaign's objective of having 10 elementary/junior high schools actively using the tobacco curriculum within the first year.

Section 6: Communities and the Campaign

Senior Administrative Officers (SAO), Band Managers or Chiefs, as well as Community Health Representatives (CHR) and nurses also played a part in the campaign and were included in the evaluation. This section addresses the following strategy objective:

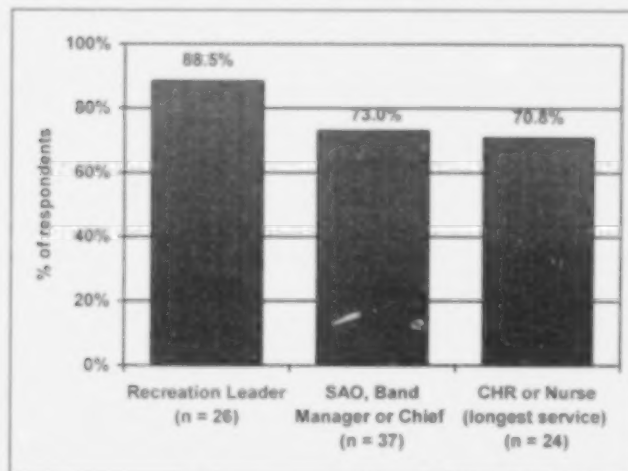
- Obtaining the support, endorsement and co-operation of key community influencers such as elders, community and band councils, within the first six months.

6.1 Scope and Reach of Community Campaign

Overall, the Don't Be a Butthead campaign attended 38 community events during the period from April 2004 to May 2005, and distributed 28 Community Kits. Community Kits were hand delivered during presentations, or were sent through mail.

Unlike the education stakeholders, community stakeholders were less aware of the campaign. More than three quarters (77%) of the interviewed community/health stakeholders were aware of the Don't Be a Butthead campaign. Among the various types of stakeholder groups, recreation leaders had the highest awareness rate.

Figure 6-1
Level of Awareness of the Community/Health Stakeholders



n = 24-37

Source: Community/Health Stakeholder Interview, Q1a

As illustrated in Figure 6-1 above, 89% of the interviewed recreation leaders were aware of the campaign, while 73% of the SAOs, Band Managers or Chiefs were aware of it, and 71% of the CHRs or Nurses (with the longest service) were. Considerably few

adult educators were interviewed, with the majority (7 out of 9) stating that they were aware of the campaign.

More than half (61%) of those aware of the campaign said that, to their knowledge, their community had received the Community Kit. It should be noted that more than a quarter (28%) did not know whether or not their community has received the Kit.

Overall most of the surveyed community/health stakeholders were aware of the campaign through posters (35%), through a presentation/workshop (20%), or through school/school children (18%), rather than through correspondence (14%), through their work (7%) or through the community campaign/Kit (5%).

Many of the surveyed health representatives said that they were aware of the campaign through a presentation/workshop (29%) or posters (29%). Fewer said they were aware of it through correspondence (18%), their work (18%) or the health centre/health department (18%).

6.2 Involvement and Participation of Communities in the Campaign

Community and health stakeholders who were aware of the campaign were asked if their community had done anything to recognize, congratulate or honour youth who made the commitment to be smoke-free.

The majority (54%) of the community and health stakeholders said that, to their knowledge, their community did recognize, congratulate or honour youth who made the commitment to be smoke-free. For example, this may have included posting Butthead posters (with the names of those who committed) in the community.

However, fewer respondents (27%) said that related activities were organized in support of the campaign. Respondents who said that other activities were organized were asked to describe the related activities and how successful they were. Most said that there were additional activities at the school or additional presentations/ workshops in the community. These presentations and workshops were, for the most part, about smoking and smoking cessation. A couple of communities had baseball or softball games, as well as poster and slogan design activities.

In their opinion, 77% of the surveyed community and health stakeholders who were aware of the Don't Be a Butthead campaign felt that the campaign got people talking about tobacco use in their community. These respondents were asked how they knew that people were talking about tobacco. The top five most common responses were:

- Youth were talking about it (21%);
- Overheard conversations and discussions in the community (19%);
- The posters, the ads with the names of those who committed, as well as the advertisement has got people talking about tobacco (18%);
- There were discussions on the topic after a workshop or a presentation (14%); and

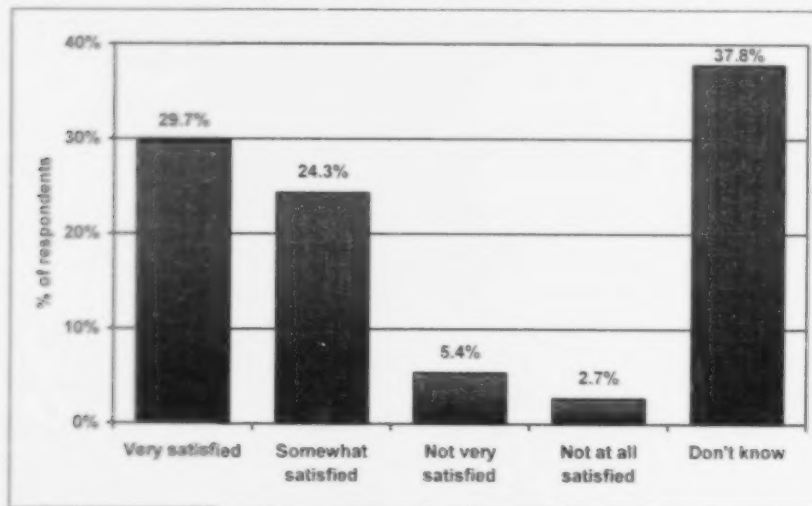
- There were changes in the smoking habits of community members, such as trying to quit, reducing cigarette consumption, smoking outdoors, etc. (12%).

Others stated that there has been a request for additional information on smoking cessation or talking to children (9%), as well as an increased awareness in the community (9%).

6.3 Community Influencers' Perception of the Campaign

Community and health stakeholders aware of the campaign were asked to assess their level of satisfaction with the support their community received from the campaign coordinators, Tait Communications & Consulting.

Figure 6-3
Level of Satisfaction With The Support Received From Campaign Coordinators



n = 74

Source: Community/Health Stakeholder Interviews, Q7a

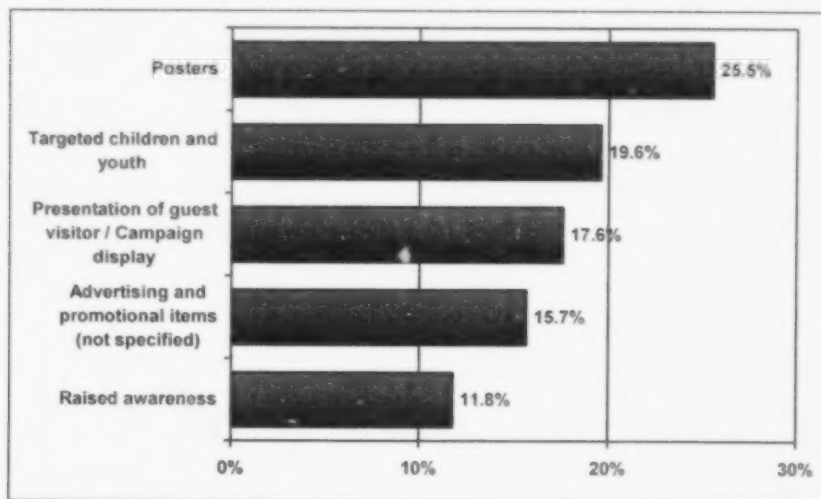
Overall, respondents were satisfied with the support received (30% – very satisfied, and 24% – somewhat satisfied), as shown in Figure 6-3 above. However, many of the respondents (38%) did not know. For the most part, these respondents were unaware of Tait Communications, or felt that another community stakeholder would be aware of any support received.

Most of those who responded (31%) provided general positive comments on the support they had received from Tait Communications. In addition, many said that they were content to have received support or follow-up through telephone or email (12%), were satisfied with the material received, such as the Kit, the posters, the video, etc. (12%), or felt that the campaign coordinators provided good information (10%).

However, some felt that they had not received enough material/had not received the Kit (10%), or had not heard or seen anyone to provide support (10%). Other responses included feeling like the campaign coordinators "just came and left" or did not provide enough notice of the visit.

Community and health stakeholders were also asked what they thought were the strengths of the campaign. Their responses are presented in Figure 6-4 below.

Figure 6-4
Top Five Strengths of the Campaign According to Community/Health Stakeholders



n = 51

Source: Community/Health Stakeholder Interviews, Q8

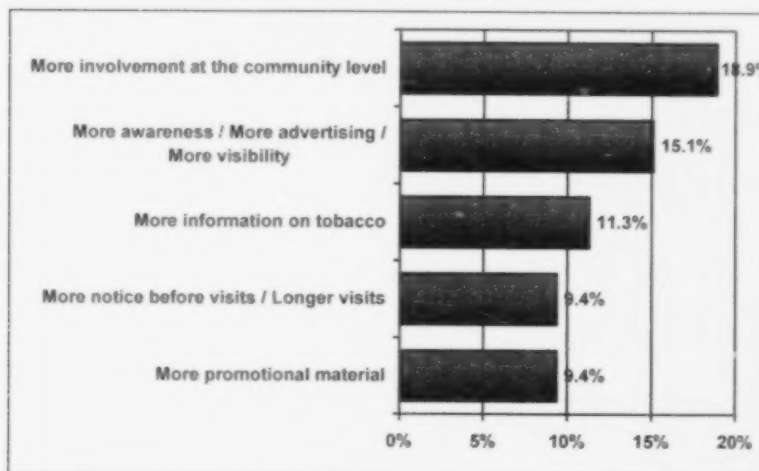
The posters were specifically identified as one of the strengths of the campaign by more than one quarter (26%) of respondents. Moreover, the advertising and the promotional items (not specified) were felt to be one of the strengths of the campaign by an additional 16% of respondents. This seems to indicate that advertising and campaign materials are seen as elements that form the basis of a strong campaign. It may also indicate that community stakeholders are more likely to be aware of bright posters in the community than the fact that initiatives are taking place within the school.

One fifth (20%) of the interviewed community/health stakeholders also felt that the fact that the campaign targeted children and youth was one of its strengths.

The presentation by the guest visitor or the campaign display (18%), as well as the fact that the campaign raised awareness among community members (12%) were also among the top strengths of the campaign identified by respondents.

Interviewed community and health representatives were also provided with an opportunity to give suggestions as to how the campaign could have been improved. Their responses are shown in Figure 6-5.

Figure 6-5
Top 5 Ways to Improve the Campaign



n = 53

Source: Community/Health Stakeholder Interviews, Q9

Most respondents felt that more involvement by community leaders, as well as participants, would have improved the campaign. Some respondents who felt that way suggested ways to improve community involvement. Their suggestions included designating a local campaign coordinator, promoting the campaign hand-in-hand with the recreation coordinator, and making it mandatory for community leaders (e.g., chiefs, mayors, etc.) to take part in the campaign.

More awareness/more advertising/more visibility was also suggested by a number of respondents (15%). Surveyed parents/guardians also mentioned a need for additional advertising.

A number of respondents also suggested types of activities that could have been incorporated in the campaign. These suggestions included:

- Activities for individuals who do not speak English or who have English as a second language;
- More hands-on material, such as a smoke-simulator; and
- Promoting sports.

Additionally, 8% felt that access to funding for community activities would have improved the campaign. Finally, 6% said that more follow-up or contact with the community would have been helpful.

It should be noted that 11% responded that there was nothing they could suggest to improve the campaign.

6.4 Key Findings of Community/Health Stakeholder Interviews

Overall, it appears that community and health representatives were less aware of the campaign than parents/guardians (86%) and education stakeholders (100%). Only 77% of community and health stakeholders said that they were aware of the campaign. Additionally, 19% of respondents felt that more involvement at the community level, by leaders and participants, would have improved the campaign.

Nonetheless, slightly more than half (54%) of interviewed community and health representatives said that, to their knowledge, their community did something to recognize, congratulate or honour youth who made the commitment to be smoke-free. However, these were in very minor ways such as putting up a poster, not in the ways envisioned by the campaign organizers. Ways suggested in the Community Kit included sending a letter of congratulations from the community to the youth and handing out t-shirts at schools or events. As well, 27% said that activities related to the campaign were organized.

In general, community and health representatives were satisfied with the level of support received from the campaign coordinators, Tait Communications & Consulting – 30% said they were “very satisfied” and 24% said they were “somewhat satisfied”.

The campaign did obtain support, endorsement and cooperation of community and health stakeholders, however more involvement on the part of the community and health stakeholders would have been beneficial to the campaign.

Section 7: Website Statistics

The Don't Be a Butthead – Be Smoke-Free website (www.dontbeabutthead.ca) was developed to provide youth, parents/guardians, teachers and other community members information on tobacco and the campaign. The strategy objective regarding the website was:

- Within the first two years, obtaining 5,600 visits on an anti-smoking website.

7.1 Website Hits, Views and Visitors

Website statistics for the campaign's website were collected and organized in monthly reports, from May 2004 to July 2005, by WebTrends, a registered trademark of NetIQ Corporation. As defined the reports provided to the Consultant, a visit is the:

Number of times a visitor came to your site. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit was voluntarily terminated. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted. The default idle-time is thirty minutes.⁶

Based on this definition of website visits, an overview of the Executive Summary of WebTrends reports shows that the Butthead website obtained 3,024 visits on its entire site, considerably less than the objective of 5,600 visits.

However, the numbers provided are possibly an underestimate. Multiple users on a single computer, accessing the website within a half hour time period, are recorded as only one visit. This is very likely in schools and in small communities with limited computer access. Further, since many would have accessed the website from school computers, there cannot be an accurate reflection of the number of unique visitors.

Details pertaining to the web statistics are presented in Table 7-1.

Table 7-1
Hits, Views and Visitors

Month	Visits	Average No. Of Visits Per Day	Average Visit Length
May 2004	143	7	0:09:38
June 2004	169	5	0:08:57
July 2004	122	3	0:05:43
August 2004	100	3	0:10:11
September 2004	159	5	0:08:31
October 2004	181	5	0:09:24
November 2004	228	7	0:09:36
December 2004	253	8	0:09:31

⁶ WebTrends Executive Summary Report Butthead – General Statistics Help Card.

Month	Visits	Average No. Of Visits Per Day	Average Visit Length
January 2005	325	10	0:12:30
February 2005	291	10	0:12:13
March 2005	281	8	0:10:54
April 2005	279	9	0:11:16
May 2005	288	9	0:10:09
June 2005	205	6	0:16:12
TOTAL	3,024	N/A	N/A
AVERAGE PER MONTH	216	7	0:10:20

Source: Statistics provided in Executive Summary Report – Butthead, generated by WebTrends from May 5, 2004 to June 30, 2005

7.2 Most Viewed Pages

The Don't Be a Butthead website is divided into five categories, each consisting of a number of pages that can be viewed. The categories are as follows:

- "Gross Out" – pictures of what smoking does to the body;
- "Whaddya Know" – information and facts on smoking;
- "Real People" – what some people have to say about smoking;
- "Butthead Tactics" – strategies tobacco company use; and
- "Be Smoke-Free" – information on making the commitment and on staying smoke-free.

The most viewed pages were selected throughout the monthly reports. Pages that were among the top pages throughout all 14 months, i.e. from May 5, 2004 to June 30, 2005, are presented in Table 7-2 below. However, pages that were not viewed every month, or that have been added to the website later, as is the case with the speaker's corner (a message board launched in March 2005), are not included in the table.

Table 7-2
Most Viewed Pages

Name (Web address)	Total views	Total visits
Home http://www.hltss.gov.nt.ca/staysmokefree/	2,518	2,366
Welcome http://www.hltss.gov.nt.ca/staysmokefree/home.html	1,920	1,767
Be Smoke-Free – Make the Commitment! http://www.hltss.gov.nt.ca/staysmokefree/smoke_free/smoke_free_1.html	1,296	963
Real People – Page 1 http://www.hltss.gov.nt.ca/staysmokefree/people/people_1.html	1,041	802
Gross Out – Lung Cancer http://www.hltss.gov.nt.ca/staysmokefree/gross/gross_1.html	1,002	762
Whaddya Know – Formaldehyde http://www.hltss.gov.nt.ca/staysmokefree/whaddya/whaddya_1.html	950	733
Butthead Tactics – Pretending Smoking Is Not Addictive http://www.hltss.gov.nt.ca/staysmokefree/tactics/tactics_1.html	839	673

Source: Statistics provided in Executive Summary Report – Butthead, generated by WebTrends from May 5, 2004 to June 30, 2005.

Home and Welcome pages aside, the first page of each category of the website (i.e. Gross Out, Whaddya Know, Real People, Butthead Tactics, and Be Smoke-Free) is among the top pages viewed every month. It is interesting to note that only the first page of each category is among the most viewed pages.

7.3 Most Downloaded Files

Visitors to the website could also download various files in English and French. More than one thousand files (1,156) were downloaded from the website, in the course of 670 visits. The downloaded files are presented in Table 7-3 below.

Table 7-3
Most Downloaded Files

Rank	File	No. of downloads
1	Commitment Card (English)	531
2	Butthead Updater (English)	291
3	Teacher Kit (English)	166
4	Adult Brochure (English)	106
<i>Sub-Total (English)</i>		<i>1,094</i>
1	Commitment Card (French)	29
2	Butthead Updater (French)	26
3	Teacher Kit (French)	6
4	Adult Brochure (French)	1
<i>Sub-Total (French)</i>		<i>62</i>
TOTAL		1,156

Source: Statistics provided in Executive Summary Report – Butthead, generated by WebTrends from May 5, 2004 to June 30, 2005.

Whether downloaded in English or French, the commitment cards were the top downloaded files (49% of the English downloads, and 47% of the French ones). The updater newsletter, the Teacher Kit and the adult brochure followed these.

Section 8: Summary of Key Findings and Conclusions

The following section provides a summary of key findings and conclusions of the *Mass Media Tobacco Strategy Evaluation*.

As noted, the Butthead Campaign achieved five of its seven measurable objectives. Only the number of CD-ROMs distributed fell short, while the number of website visits can be met within the next year. The campaign far exceeded its goal by obtaining, as of May 26, 2005, a total of 2,375 commitment cards. A future survey of the school population will determine if tobacco use rates have dropped in the target population but we will not be able to attribute this to the campaign.

In general, survey and interview respondents were pleased with the Don't Be a Butthead – Be Smoke-Free campaign. Many respondents indicated they would like the campaign to be on going and that it should return for subsequent school years.

8.1 Strategy Objectives and Evaluation Findings

The Mass Media Tobacco Strategy was designed to encourage smoke-free children to remain smoke-free. Eight specific objectives were developed with the design of the campaign, and were assessed in the *Mass Media Tobacco Strategy Evaluation*. Key findings pertaining to each objective are as follows:

1. **Obtaining the support, endorsement and co-operation of key community influencers such as elders, community and band councils, within the first six months.**

- The campaign coordinators attended 38 community events and distributed 28 Community Kits;
- 77% of interviewed community/health stakeholders (74 out of 96) were aware of the campaign;
- 54% (40 out of 74) said that their community did something to recognize, congratulate or honor youth who made the commitment to be smoke-free, and 27% (20 out of 74) organized other activities related to the campaign; and
- 30% (22 out of 74) said they were "very satisfied", and 24% (18 out of 74) said they were "somewhat satisfied" with the support received from Tait Communications & Consulting. Most, 38% (28 out of 74) did not know their level of satisfaction with Tait Communications & Consulting.

Given that there are no quantifiable outcomes linked to this objective, it is difficult to measure the extent to which it has been met. With that said, the campaign could have benefited from additional awareness, involvement and assistance at the community level. Additional communication (email, telephone, etc.) between campaign organizers and community leaders ensures that leaders are aware of the campaign, have access to relevant information/Community Kit, and have the time and ability to co-ordinate the campaign or pass the information/Kit on to someone who does. Likewise, more

assistance is required to help communities launch and maintain the campaign, and ensure a greater participation of leaders and community members.

2. Within the first year, 10 elementary/junior high schools (grades 3-9) are actively using the tobacco curriculum.

- Of those who had received the curriculum, 79% (15 out of 19) said that they had used the materials this school year, thereby meeting the objective;
- Of those educators who said that they had used the material, 7 felt that they had used more than half of the lessons, 2 said that they had used approximately half of the lessons, and 3 said that they had used less than half of the lessons (3 did not know how many were used); and
- In total, 63% of surveyed educators (19 out of 30) indicated their school had received the curriculum.

Evaluation findings indicate that the tobacco curriculum was used by more than 10 elementary/junior high schools. However, a lack of information regarding the curriculum, such as satisfaction with it, class-range it was used for, etc. limits the number of recommendations that can be made. The number of lessons used by each educator also varied. Nonetheless, as five educators mentioned that they used a combination of curriculum lessons and material from other sources, or included it with other tobacco related activities, it can be said that being able to adapt the curriculum to students' needs, other sources of material and concurrent activities will help tailor and include the curriculum in classroom lessons.

3. Within the first year, 38 out of 47 schools with grades 3 to 9 had at least one class participating in the school challenge.

- The campaign coordinators visited 45 schools and distributed 69 Teacher Kits. Overall, 38 out of 47 of schools with grades 3 to 9 had at least one class participating in the initiative;
- 12 of the 22 surveyed schools that had used the campaign material said they had held a school or classroom challenge (55%) and more than 70 classrooms, ranging from kindergarten to grade twelve, participated in a challenge; and
- In addition, 77% of the interviewed educators who had used the campaign material (17 out of 22) said that their school had organized other related activities.

Classroom challenges, as well as other campaign related activities, had high levels of student participation. Class range for these activities could include lower/higher grades than the ones targeted by the campaign, which was the case in some of the surveyed schools. Further, other territory-wide activities could be included in the campaign, such as an artwork or essay contest that would encourage students to express their thoughts on tobacco use.

4. To distribute an anti-smoking CD-ROM to 1,700 NWT children and youth within the first year.

- The campaign distributed 1,482 CD-ROMs;
- 19% of surveyed youth (69 out of 365) recalled receiving the CD-ROM; and
- Of those who recalled receiving it and who responded, 57% (27 out of 47) said they had used it (17 had not used it, and 3 did not know).

Close to 1,500 CD-ROMs were distributed, yet very few youth recalled receiving one, and few of those who received it, used it. While this may be due to a recall bias (youth may simply not remember receiving or using the CD-ROM), many of the distributed CD-ROMs seem to be unaccounted for. Although CD-ROMs were not as widely distributed as what had been hoped, they provide an effective way to access campaign information for those who do not have access to the Internet or who only have access to a slow dial-up connection. Rather than directly distributing CD-ROMs to youth, CD-ROMs could be sent to schools and communities (e.g. libraries, youth and/or community centres, health centres, etc.) where they could be borrowed. This would reduce the need for producing a large number of CD-ROMs while still making the CD-ROMs available to those who wish to use them.

5. Within the first year, to obtain 500 commitment cards from children and youth to remain smoke-free.

- The campaign far exceeded its goal by obtaining, as of May 26, 2005, a total of 2,375 commitment cards.

Overall, the commitment cards were very successful in achieving and exceeding this objective. Youth who filled-out a card also received a free t-shirt. Of all campaign elements, the t-shirts were preferred by most youth. Educators also felt that the t-shirts were among the top three most interesting (attractive) elements of the campaign. In addition to being enjoyable, the t-shirts served as an excellent campaign advertisement. As many youth now have the t-shirt, the choice between the t-shirt and another incentive (e.g. gym shorts, baseball cap, pencil case, etc.) may encourage youth to renew their commitment in future campaigns. The commitment cards have become associated with the Don't Be a Butthead – Be Smoke-Free campaign and should remain at the heart of future campaigns.

6. To obtain 5,600 visits on an anti-smoking website within the first two years.

- The Butthead website (www.dontbeabutthead.ca) obtained 3,024 visits between May 5, 2004 and June 30, 2005.

The website received a little over half of its targeted visits in the first year. If the visit rate is maintained, the website will meet its objective of 5,600 visits within the first two years. The website should be kept as it provides access to campaign information and materials such as the commitment cards, the updater newsletters, the teacher's guide and the adult brochure. Combined, more than one thousand items were downloaded from the website. Website access to these items is significant due to the dispersed NWT communities.

7. Parents and guardians of youth will be actively involved in supporting the campaign's objectives of reducing youth smoking, as well as smoking among those of all ages.

- 86% of surveyed parents/guardians (174 out of 202) were aware of the campaign;
- 54% (109 out of 202) remembered receiving the brochure, 81% (164 out of 202) remembered seeing the newspaper ads, and 37% (75 out of 202) recalled hearing the radio ads;
- 57% of parents/guardians (115 out of 202) said that their child signed a commitment card (45 said that their child did not sign one, and 42 did not know);
- 83% of those who remembered receiving the brochure and who had read it (60 out of 72) said that the brochure encouraged them to talk to their children about smoking; and
- 53% of surveyed parents/guardians (107 out of 202) said the campaign influenced them in one or more ways.

Once again, given that there are no quantifiable outcomes linked to this objective, it is difficult to measure the extent to which it has been met. Nonetheless, involving parents/guardians in the campaign is essential to ensure that they are aware of their children's commitment to being smoke-free, that they talk to them about smoking and that they encourage them to stay smoke-free. The adult brochure was a valuable medium to provide parents/guardians with information on tobacco, as well as the campaign itself, and newspapers proved to be a more memorable medium for campaign advertisement than radio waves.

8. To have the rate of smoking among children in the NWT aged 11 to 17 decrease 10% in the first three years.

- A school tobacco survey will be conducted in 2006. This will determine whether tobacco use rates have decreased in this population.

Using the 2002 NWT School Tobacco Survey published in 2004 as the baseline, the rate of smoking among NWT children will be compared with future smoking rate, including the upcoming 2006 NWT School Tobacco Survey. This will help measure the mid and long-term impact of the campaign.

As noted, the Butthead Campaign achieved five of its seven measurable objectives. Only the number of CD-ROMs distributed fell short, while the number of website visits could be met within the next year. A future survey of the school population will determine if tobacco use rates have dropped in the target population but we will not be able to attribute this to the campaign.

In general, survey and interview respondents were pleased with the Don't Be a Butthead – Be Smoke-Free campaign. Many respondents indicated they would like the campaign to be on going and that it should return for subsequent school years. Respondents were also glad to see that the campaign targeted youth who were smoke-free and encouraged them to remain smoke-free. Many felt that educating youth before

they start smoking was a good approach. Several respondents felt that additional advertising would have been beneficial to the campaign.

8.2 Other Observations

In addition to the assessment of the strategy's objectives, the Consultant has made a few other observations, which are as follows:

The campaign may have resulted in some anxiety and negative behaviour among some youth.⁷

Implying that smoking is "dumb" may lead youth to lose respect for parents and other adults in their lives who smoke. One community/health representative said that youth were calling smokers "Buttheads". Further, one teacher said that students were calling their principal, who is a smoker, a "Butthead". This could eventually lead to a loss of respect for smokers. One community/health representative said that he/she kept getting called names and felt it was unfair and discriminatory. A parent/guardian said that, although he/she has now quit smoking, at first didn't like the program because he/she was being hounded down by children after school.

Additionally, the strong approach taken by the campaign, such as graphic pictures, may cause anxiety in students whose parents or relatives smoke. One education stakeholder suggested a phone-line or workshops to help relieve some of the conflicting emotions and anxiety youth may feel as a result of this campaign. The need for support was also expressed by one parent/guardian whose child was having nightmares after having been introduced to the campaign.

The campaign may have benefited from adapting its material for schools in small communities and for individuals who speak English as a second language.

In small communities numerous grades may be grouped into one classroom, which may have led the campaign to include a larger age-range, although the campaign was not intended nor designed for younger/older students. In some schools, for example, the campaign involved children in kindergarten. Of the interviewed educators, five schools included Kindergarten children, six included grade 1 students and eight included grade 2 students in their classroom challenge. In those instances, some material may not have been age-appropriate such as some of the graphic pictures. A version of the campaign targeting children from kindergarten to grade two may have helped to include these students in school activities related to the campaign.

Additionally, three respondents expressed the need for campaign materials and/or presentations to be designed for individuals who speak English as a second language, whether students or adults in the community.

Before awarding prize packages, campaign coordinators should confirm the smoke-free status of the participant.

⁷ "Pitfalls in Tobacco Education (adapted from Teaming Up for Tobacco-Free Kids)" in Tobacco Education Teacher Resource Manual, Government of Northwest Territories, June 2004

Although it is impossible to know the extent of this problem, education stakeholders, as well as parents/guardians, have reported that some youth did not cease smoking after filling out a commitment card. Commitments will lose meaning for youth who are aware of this, especially if a "cheater" wins one of the prize packages. Campaign coordinators should confirm the smoke-free status of youth through schools before awarding prizes to ensure that the winners are truly smoke-free.

The campaign's premise could be applied to encourage youth to steer clear from and learn to deal with other issues such as drugs and alcohol.

At least one respondent from all stakeholder groups, excluding youth stakeholders, suggested using a similar approach to help target other youth issues such as drug and alcohol consumption, which are perceived by some respondents as an equally serious problem.

It may be difficult to attribute future changes in the proportion of youth who smoke to the campaign.

One of the strategy's specific objectives was to decrease the rate of smoking among children aged 11 to 17 years of age by 10% in the NWT by 2011. Changes in smoking may be difficult to attribute solely to the Butthead campaign as other factors are at play, such as public opinion on smoking, cost of cigarettes, smoking by-laws, other campaigns, etc.

Appendix 1: Glossary of Other Activities

Glossary of Other Activities

Throughout the Evaluation, many respondents identified other activities or resources that were used in conjunction with the Don't Be a Butthead campaign for tobacco education. A short description of those activities/resources is provided below.

BLAST (Building Leadership for Action in Schools Today) is a youth conference that focuses on tobacco prevention through leadership and skills development. Youth participants develop project plans that will promote a smoke-free lifestyle in their own community. The conference calls upon team building, personal empowerment and advocacy.

D.A.R.E. (Drug Abuse Resistance Education) is a prevention education program to help children recognize and resist social pressures to experiment with tobacco, alcohol, drugs and violence. The program is delivered through the Royal Canadian Mounted Police (RCMP) and gives special attention to students from grades 5 and 6.

SASY (Students Against Smoking – Yeah) was a "two-day weekend tobacco conference for 35 students in grades five to eight held at Range Lake North School."⁶

Smoke Screening is a program that consists in the screening of the best anti-smoking television advertisements from around the world. Viewers choose the advertisement they feel is most effective, would make them think twice about smoking or, if they smoke, would make them think about quitting. Viewers complete a ballot with their pick and are entered in a draw. The advertisement that receives the most votes is aired on local television stations.

⁶ "Northwest Territories Community Wellness in Action: 2003-2004 – Summary Report of Community Wellness Initiatives" by Northwest Territories Health and Social Services, January 2005, p. 52

Appendix 2: Completions by Community

Completions by Community

In order to obtain data from a variety of geographic areas, the Consultant consulted individuals throughout all of NWT during survey and interview activities. Table A2-1 provides an overview of the number of survey/interview completions for each area.

Table A2-1
Number of Survey/Interview Completion by Community

Community	Youth surveys	Parents/ Guardians surveys	Educators interviews	Community/ Health interviews
Aklavik	9	7	0	4
Colville Lake	4	2	1	1
Dehline	11	3	0	3
Dettah / N'dilo	7	0	1	2
Enterprise	3	3	0	1
Fort Good Hope	7	5	1	3
Fort Liard	4	3	0	4
Fort McPherson	7	0	1	3
Fort Providence	8	0	1	4
Fort Resolution	9	3	0	4
Fort Simpson	23	1	2	4
Fort Smith	43	23	0	3
Hay River	17	19	2	4
Holman	5	0	1	3
Inuvik	7	16	1	4
Jean Marie River	11	1	1	3
Kakisa	4	2	1	2
Lutselk'e	9	1	1	3
Nahanni Butte	0	1	1	2
Norman Wells	6	3	1	3
Paulatuk	9	1	0	3
Rae Lakes (Gameti)	5	3	1	2
Rae-Edzo	5	7	1	2
Sachs Harbour	2	1	1	3
Trout Lake	0	1	0	3
Tsiigehtchic	0	5	2	4
Tuktoyaktuk	9	7	1	3
Tulita	10	8	1	4
Wekweti	0	0	1	2
Wha Ti	13	6	0	4
Wrigley	4	1	1	3
Yellowknife	96	68	5	3
Other	4	0	0	0
No response	14	1	0	0
NO. OF COMMUNITIES	28	27	23	32
TOTAL OF COMPLETIONS	365	202	30	96

Appendix 3 Survey and Interview Completions

Survey and Interview Completions

Table A3-1 below provides the number of completions for each survey/interview type.

Table A3-1
Number of Completions by Survey/Interview Type

Survey/Interview type	Targeted no. of completions	No. of completions
Youth	Up to 365 surveys	365
Parents/Guardians	Up to 195 surveys	202
Education Stakeholders	Up to 30 interviews	30
Community/Health Stakeholders	Up to 99 interviews	96

a) Youth Survey

The Don't Be a Butthead campaign was primarily designed to target youth aged 8 to 14 years of age. As shown in Table A3-2 below, the majority of youth survey respondents were within that age-range, with most aged between 10 and 14 years of age.

Table A3-2
Age and Grade of Youth Respondents

Age	n = 348	No. of respondents	% of respondents
8 years old		1	0.3%
9 years old		14	4.0%
10 years old		41	11.8%
11 years old		82	23.6%
12 years old		95	27.3%
13 years old		60	17.2%
14 years old		52	14.9%
15 years old +		3	0.9%
Grade	n = 355	No. of respondents	% of respondents
Grade 2		1	0.3%
Grade 3		5	1.4%
Grade 4		32	9.0%
Grade 5		71	20.0%
Grade 6		92	25.9%
Grade 7		83	23.4%
Grade 8		52	14.6%
Grade 9		17	4.8%
Grade 10		1	0.3%
Grade 11		1	0.3%

b) Parents/Guardians Survey

Parents and Guardians from 27 communities participated in the survey, for a total of 202 completions. Approximately one-third (34%) of respondents were resident of Yellowknife, and the remainder of regional areas and smaller communities.

Respondent were distributed as follows:

- 71% were female, while 29% were male; and
- 51% said that there were no adults in their household who are daily smokers, and 49% said that there were.

c) Education Stakeholder Interview

The Consultant obtained a list of 46 schools with contact information from the Education system. The Consultant randomly telephoned schools and asked to speak to the contact person. If there were no contact person, the Consultant asked to speak with an educator of students between 8 and 14 years of age. Principals, assistant-principals, and teachers from 29 schools were interviewed (there were 2 completions in one school). Completions were as follows:

Table A3-3
Completions by Role of Education Respondent

Role of respondent	No. of completion	% of completion
Principal		
Used campaign material	7	23.3%
Did not use campaign material	4	13.3%
Assistant Principal		
Used campaign material	2	6.7%
Did not use campaign material	0	0.0%
Teacher		
Used campaign material	13	43.3%
Did not use campaign material	4	13.3%
Total	30	100.0%

d) Community/Health Stakeholder Interview

To evaluate the campaign at the community level, three (3) community stakeholders were to be interviewed. The Consultant was to interview, for each community:

- One (1) Recreation Leader, such as a Recreation Coordinator, Recreation Director, etc.;
- One (1) Health Representative, such as the Community Health Representative (CHR). In the event that the CHR could not be reached, or if there was no CHR, the Consultant was to speak with the nurse with the longest service;
- One (1) member of the local government, such as the Senior Administrative Office (SAO). In the event that the SAO could not be reached, or if there was no

SAO, the Consultant was to speak with the Band Manager. Should the Band Manager not be reached, the Consultant was to contact the Chief; and

- If it was not possible to reach an individual in one of these three categories, the Consultant was to try to reach the Adult Educator.

Based on the original sample provided by the Client, the response rates for each category were as follows:

Table A3-4
Response Rates and Completions by Role of Community/Health Respondent

Role of respondent	Original sample	No. of completions	Response rate	% of completions
Recreation Leader	34	26	76.5%	27.1%
CHR or Nurse (longest service)	29	24	82.8%	25.0%
SAO, Band Manager or Chief	51	37	72.5%	38.5%
Adult Educator	24	9	37.5%	9.4%
Total	138	96	69.6%	100.0%

The Consultant was able to complete all three (3) interviews in the majority of communities, as illustrated in Table A3-5 below.

Table A3-5
Number of Completions by Community

No. of completed interviews	Name of community		
4	Aklavik Fort Liard Fort Providence Fort Resolution	Fort Simpson Hay River Inuvik	Tsiigehtchic Tulita Wha Ti
3	Deline Fort Good Hope Fort McPherson Fort Smith Holman	Jean Marie River Lutsel'ke Norman Wells Paulatuk Sachs Harbour	Trout Lake Tuktoyaktuk Wrigley Yellowknife
2	Detta / N'dilo Gameti First Nation	Kakisa Nahanni Butte	Rae Edzo Wekweti
1	Colville Lake	Enterprise	

Appendix 4: Data Collection Matrix

Data Collection Matrix

Data collection for the *Mass Media Tobacco Strategy Evaluation*, as described in the Evaluation Framework, was undertaken between March and August 2005. For each developed survey or interview guide, data collection was completed as highlighted in the table below.

Table A4-1
Data Collection Matrix

Surveys	Data Collection
Youth (150 base target, up to 365 surveys if possible)	Intercept method was used at NWT Winter Games in Fort Smith in March 2005 and 227 surveys were completed. The remaining 138 surveys were completed at the Super Soccer event in May 2005. Genesis Group Ltd. completed the surveys.
Parents/Guardians (up to 195 surveys)	Telephone survey to cover Yellowknife, regional areas and smaller communities – respondents were randomly identified using the NWT phone book. R.A. Malatest & Associates Ltd. completed the telephone interviews between May and mid-June 2005.
Community/Health Stakeholders (up to 99 interviews)	For all 33 NWT communities, the SAO, CHR or nurse and the recreation coordinator was interviewed. If the SAO, CHR or nurse or the Recreation Coordinator could not be reached the adult educator was the alternate. The names and contact numbers were provided to R.A. Malatest and Associates Ltd. who completed the telephone interviews from June to August 2005.
Education Stakeholders (up to 30 interviews)	A list of 57 teachers/principals was supplied by Tait Communications & Consulting. Teachers/principals were randomly selected from this list by R.A. Malatest & Associates Ltd. who completed the telephone interviews from end-April to mid-June 2005.

Appendix 5: Youth Survey

Don't Be a Butthead – Be Smoke Free Youth Survey

The Government of Northwest Territories is excited to hear what you think of the *Don't Be a Butthead* campaign. Thanks for filling out this survey!

1. Have you seen this character anywhere?

- ☐ Yes → If YES, where? _____
- ☐ No
- ☐ Don't Know _____



2. Have you seen the *Butthead* display?

- ☐ Yes
- ☐ No
- ☐ Don't Know



3. Did you receive a *Don't Be a Butthead* CD?

- ☐ Yes If YES, did you use it?
- ☐ No
- ☐ Don't Know

- ☐ Yes
- ☐ No
- ☐ Don't Know



4. Have you been to the *Don't Be a Butthead* website (www.dontbeabutthead.ca)?

- ☐ Yes
- ☐ No
- ☐ Don't Know



5. Did you see the video, "Take the Challenge to be Smokefree"?

- ☐ Yes
- ☐ No
- ☐ Don't Know



6. How interesting did you find the:

	very	sort of	not	didn't see
☐ CD/Website	...	...	...	?
☐ Display	...	...	...	?
☐ Video	...	...	...	?
☐ School Presentation	...	...	...	?

Please circle one on each line.

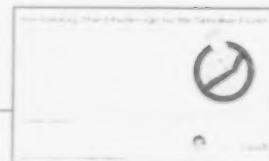
7. From the list below check the one you liked best.

☐ CD/Website	☐ Movie Trailer
☐ Display	☐ TV Commercials
☐ Video	☐ Radio Commercials
☐ Bop Bag	☐ Certificate
☐ Tattoos and Stickers	☐ Posters
☐ Ad with Name in it	☐ T-Shirt

Why?

8. Have you seen the commitment cards?

☐ Yes	Did you fill out a commitment card saying that you will be smoke-free?	☐ Yes	☐ No
☐ No		☐ Yes	☐ No
☐ Don't Know		☐ Don't Know	



9. If you made the commitment, why did you do it? *(If you didn't make a commitment skip this question.)*

- ☐ Because I want to be smoke free
- ☐ Because I want to enter the draw
- ☐ Both
- ☐ Other _____

10. If you did not make the commitment, why not?

11. What grade are you in? _____

What community do you live in? _____

How old are you? _____

12. Are you smoke free right now?

- ☐ Yes
- ☐ No
- ☐ Don't Know

13. Do you think you will be smoke free in five years?

- ☐ Yes
- ☐ No
- ☐ Don't Know

Appendix 6: Parents/Guardians Survey



MASS MEDIA TOBACCO STRATEGY EVALUATION

Telephone Survey of Parents

Hello, my name is _____ and I am calling from a research company, on behalf of the Government of Northwest Territories' Department of Health and Social Services. We are reviewing the Don't Be a Butthead campaign and we want to talk to parents/ guardians of 8 to 14 year old children. Are you or is someone in your household the parent/guardian of an 8 to 14 year old child?

[If NO, this survey does not concern you, thank you for your time.]

Your responses to the survey will be confidential and no one in government will be able to see what you have said. If you complete the survey your name will be entered into a draw for a \$100.00 gift certificate from a store of your choice. Would you take five or ten minutes of your time to answer a few questions?

If NO, is there a better time to call you back?

[If respondent has any questions about the survey, or about the research project in general, they can contact]:

Mr. Chris Boughton

R.A. Malatest & Associates Ltd.

Toll-free: 1-888-689-1847

E-mail: c.boughton@malatest.com

Mrs. Debora Simpson

Project Manager

The Genesis Group

Tel: (867) 873-3456

E-mail: dsimpson@genesishgroup.ca

1. **Don't Be a Butthead – Be Smoke Free** is a NWT-wide campaign to keep kids smoke free. Are you aware of this campaign? Prompt: Campaign includes commitment cards, school and community activities, newspaper, radio and TV ads, and brochures.

☐ Yes ☐ No ☐ Don't Know

2. Do you remember getting the brochure "**Take the Challenge: Help Your Children to Be Smoke Free?**" Prompt: The brochure was mailed out in September 2004 and in some cases was sent home with school children. It contained information on smoking and advice on talking about smoking with your child.

☐ Yes ☐ No ☐ Don't Know

(If no or don't know, go to question #5)

- 3a. Did you read the brochure?

☐ Yes ☐ No ☐ Don't Remember

(If no or don't remember go to question #5)

- 3b. What do you remember about the brochure?

- 4a. If you read the brochure, did it encourage you to talk to your kids about smoking?

☐ Yes ☐ No ☐ Don't Remember

(If yes or don't remember, go to question #5)

- 4b. If not, why not?

- 5a. Do you remember seeing any newspaper ads about being smoke free in the News/North and/or L'Aquillon? (La – Key – Yon)

☐ Yes ☐ No

(If No go to question #6)

5b. What do you remember about the ads?

6a. Do you remember hearing radio ads about being smoke free on CKLB, CJCD or Radio Taiga? (Tay - ga)

☐ Yes ☐ No ☐ Don't Remember

(If no go to question #7)

6b. What do you remember about the ads?

Prompt: The Butthead Campaign asked children to make a commitment to be smoke free. The children signed commitment cards and they received certificates and T-shirts after making the commitment.

7a. Did your child sign a commitment card?

☐ Yes ☐ No ☐ Don't Know

7b. [If YES] Why do you think your child signed a commitment card?

7c. [If NO] Why do you think your child did not sign a commitment card?

8. In your opinion, how seriously did your child take their commitment to be smoke-free?

☐ Not at all seriously ☐ Somewhat seriously ☐ Very seriously

- 9a. Overall, did the Don't Be A Butthead campaign influence you in any way?

☐ Yes ☐ No ☐ Don't Know

- 9b. [If YES] In what way(s) did the Don't Be A Butthead campaign influence you?

10. Do you have any additional comments that you would like to make about the Don't Be A Butthead campaign?

11. Are there any adults in your house who are daily smokers?

☐ Yes ☐ No ☐ Don't Know

12. Gender: (Ask only if you can't tell)

☐ Male ☐ Female

13. Where do you live?

Tick the respondent's community.
NWT Communities:

- ☐ Sachs Harbour
☐ Holman
☐ Tuktoyaktuk
☐ Aklavik
☐ Inuvik
☐ Paulatuk
☐ Tsiigehtchic

- ☐ Fort McPherson
- ☐ Fort Good Hope
- ☐ Colville Lake
- ☐ Norman Wells
- ☐ Tulita
- ☐ Deline
- ☐ Wrigley
- ☐ Fort Simpson
- ☐ Jean Marie River
- ☐ Nahanni Butte
- ☐ Fort Liard
- ☐ Trout Lake
- ☐ Rae Lakes (Gameti)
- ☐ Wekweti
- ☐ Wha Ti
- ☐ Rae Edzo
- ☐ Yellowknife
- ☐ N'dilo
- ☐ Dettah
- ☐ Lutselk'e
- ☐ Fort Resolution
- ☐ Fort Smith
- ☐ Hay River
- ☐ Enterprise
- ☐ Kakisa
- ☐ Fort Providence

Thank you very much for completing this important survey!

Appendix 7: Education Stakeholder Interview Guide



MASS MEDIA TOBACCO STRATEGY EVALUATION

Interview Guide of Education Stakeholders

Hello, my name is _____ and I am calling from a research company, on behalf of the Government of Northwest Territories' Department of Health and Social Services. We are reviewing the Don't Be a Butthead campaign and we hope that you will take part. Your responses to this survey will be confidential and no one in government will be able to see what you have said. Would you be willing to take part in a short, 15 to 20 minute interview at this time?

If NO, is there another time that would be more convenient for you to conduct the interview?

[If respondent has any questions about the interview, or about the research project in general, they can contact]:

Mrs. Debora Simpson

Project Manager

Genesis Group Ltd.

Tel: (867) 873-3456

Mr. Chris Boughton

R.A. Malatest & Associates Ltd.

Toll-free: 1-888-689-1847

ALL EDUCATION STAKEHOLDERS:

1. Don't Be a Butthead – Be Smoke Free is an NWT-wide campaign that uses a cigarette-like cartoon named Butthead, as well as commitment cards and other school and community activities, to encourage children to remain smoke-free. Are you aware of this campaign?

☐ Yes ☐ No ☐ Don't Know

2. Has your school received a Teacher's Kit for the Don't Be a Butthead – Be Smoke Free campaign? This kit contained a guide, commitment cards, a Don't Be a Butthead CD, posters, video etc.

☐ Yes ☐ No ☐ Don't Know

[If YES go to 3a]

[If NO go to 4]

- 3a. Has your school used any of the material in the Teacher's Kit?

☐ Yes ☐ No ☐ Don't Know

- 3b. [If NO] Why not? Did you... (Check all that apply)

- ☐ Feel it was not relevant to your class
☐ Lack time/flexibility to include it in your class' curriculum
☐ Feel it was too time-consuming
☐ Received the Teacher's Kit too late
☐ Find the Teacher's Kit not clear/difficult to use
☐ Lack interest in the campaign
☐ Have covered tobacco issues already this year
☐ Other (specify): _____

Please explain your response (Probe to see what would have made them use the materials):

[Go to Question 11 if you did NOT use the material in the Teacher's Kit]

ONLY THOSE WHO DID USE THE BUTTHEAD MATERIAL:

4. These are some of the elements of the Butthead Campaign. Please indicate how useful each element was to you. As I read the list, please indicate if you used that element by answering yes or no and then rate how useful each element was to you on a scale of 1 – 4, where 1 is not useful and 4 is very useful.

Campaign Elements	Yes	very useful	somewhat useful	not very useful	not at all useful	don't know	No
Teacher's Guide in Kit	☐ →	☐	☐	☐	☐	☐	☐
Video	☐ →	☐	☐	☐	☐	☐	☐
CD/Website	☐ →	☐	☐	☐	☐	☐	☐
The inflatable Butthead	☐ →	☐	☐	☐	☐	☐	☐
Butthead Posters	☐ →	☐	☐	☐	☐	☐	☐
School Presentation by Guest Presenters	☐ →	☐	☐	☐	☐	☐	☐
Updater Newsletter	☐ →	☐	☐	☐	☐	☐	☐
Newspaper ad listing names of those who committed	☐ →	☐	☐	☐	☐	☐	☐
Other: _____	☐ →	☐	☐	☐	☐	☐	☐

5. Were there any barriers that kept the kids in your school or classroom from becoming engaged in the campaign?

☐ Yes ☐ No ☐ Don't Know

[If YES] Please describe.

6. The Teacher's Kit gives information on how to do a school challenge. Did your school/class participate in a school challenge?

☐ Yes, # of classes _____ ☐ No

- 7a. What are the top 3 elements of the campaign that you think the students found most interesting (attractive)?

[I am going to read a list of campaign elements to you. Please identify the top 3 that you think the students found most interesting. I will read the list twice if necessary.]

- ☐ Video
- ☐ School Presentation by Guest Presenters
- ☐ Touch and Feel Display
- ☐ CD/Website
- ☐ The Inflatable Butthead
- ☐ Newspaper ad listing names of those who committed
- ☐ Butthead Posters
- ☐ T Shirt
- ☐ Prize Draw
- ☐ Other

- 7b. Why do you think the students found these campaign elements interesting?

- 8a. Did your school or class organize any other activities related to the Don't Be a Butthead campaign?

- ☐ Yes ☐ No ☐ Don't Know

- 8b. [If YES] Describe the other activities and comment on how successful you think they were.

9. Overall, how effective was the Don't Be a Butthead Campaign and The Challenge to Be Smoke Free in encouraging children to remain smoke free?

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very effective | Somewhat effective | Not very effective | Not at all effective | Don't know |
| ☐ | ☐ | ☐ | ☐ | ☐ |

10. What would have improved the Butthead campaign?

☐ Don't Know

ALL EDUCATION STAKEHOLDERS:

11. In addition to the Butthead Campaign, the Department of Education, Culture and Employment of the Northwest Territories has developed tobacco educational materials for the Health Curriculum of grades 3 through 9. To your knowledge, has your school received the Tobacco Curriculum materials?

☐ Yes ☐ No ☐ Don't Know

12. Have you used the Tobacco Curriculum materials this year?

☐ Yes ☐ No ☐ Don't Know

13a. [If YES] How much of the curriculum at your grade level have you used?

- ☐ More than half of the lessons
- ☐ Approximately half of the lessons
- ☐ Less than half of the lessons
- ☐ None of the lessons
- ☐ Don't Know

13b. What aspects of the curriculum have been used?

13c. [If NO] Why not?

14. Do you have any additional comments that you would like to make about either the Butthead Campaign or the ECE Tobacco Curriculum?

15. What community do you live in?

Tick the respondent's community.
NWT Communities:

- ☐ Sachs Harbour
- ☐ Holman
- ☐ Tuktoyaktuk
- ☐ Aklavik
- ☐ Inuvik
- ☐ Paulatuk
- ☐ Tsiigehtchic
- ☐ Fort McPherson
- ☐ Fort Good Hope
- ☐ Colville Lake
- ☐ Norman Wells
- ☐ Tulita
- ☐ Deline
- ☐ Wrigley
- ☐ Fort Simpson
- ☐ Jean Marie River
- ☐ Nahanni Butte
- ☐ Fort Liard
- ☐ Trout Lake
- ☐ Rae Lakes (Garnet)
- ☐ Wekweti
- ☐ Wha Ti

- ☐ Rae Edzo
- ☐ Yellowknife
- ☐ N'dilo
- ☐ Dettah
- ☐ Lutselk'e
- ☐ Fort Resolution
- ☐ Fort Smith
- ☐ Hay River
- ☐ Enterprise
- ☐ Kakisa
- ☐ Fort Providence

Thank you very much for completing this important survey!

**Appendix 8: Community/Health Representative
Interview Guide**



MASS MEDIA TOBACCO STRATEGY EVALUATION

Interview Guide for Community/Health Stakeholders

Hello, my name is _____ and I am calling from a research company, on behalf of the Government of Northwest Territories' Department of Health and Social Services. We are reviewing the Don't Be a Butthead campaign and we would like to talk to you about it. Your responses to this interview will remain confidential and no one in government will be able to see what you have said. Would you take 10 to 15 minutes of your time to answer a few questions?

If NO, is there a better time to call you back?

[If respondent has any questions about the interview, or about the research project in general, they can contact]:

Mrs. Debora Simpson

Project Manager

Genesis Group Ltd.

Tel: (867) 873-3456

Mr. Chris Boughton

R.A. Malatest & Associates Ltd.

Toll-free: 1-888-689-1847

- 1a. Don't Be a Butthead – Be Smoke Free is an NWT-wide campaign that uses a cigarette-like cartoon named Butthead to encourage children to remain smoke-free. The campaign also includes a brochure for adults, CD ROMs, posters, newspaper ads, a website, etc. Do you know about this campaign?

☐ Yes ☐ No

- 1b. [If NO] Thank you very much for your time.

[If YES] How do you know about it?

2. To your knowledge, has your community received the Community Kit from the Don't Be a Butthead campaign?

☐ Yes ☐ No ☐ Don't Know

3. Part of the campaign involves getting youth to make the commitment to be smoke-free through the use of commitment cards. To your knowledge, did your community do anything to recognize, congratulate or honour youth who made the commitment to be smoke-free?

This could have included, for example, putting up Butthead posters in your community listing those who committed.

☐ Yes ☐ No ☐ Don't Know

4. Did your community organize any other activities related to the Don't Be a Butthead campaign?

☐ Yes ☐ No ☐ Don't Know

5. [If YES] What other activities were organized and how successful were they?

6a. In your opinion, has the Don't Be a Butthead campaign got people talking about tobacco use in your community?

- ☐ Yes ☐ No ☐ Don't Know

6b. How do you know?

7a. How satisfied are you with the support your community received from campaign coordinators, Tait Communications?

- ☐ Very satisfied
☐ Somewhat satisfied
☐ Not very satisfied
☐ Not at all satisfied
☐ Don't know

7b. Please explain:

8. What were the strengths of the Don't Be a Butthead campaign?

- ☐ Don't Know

9. What would have improved the Don't Be a Butthead campaign?

- ☐ Don't Know

10. Do you have any additional comments that you would like to make about the Don't Be a Butthead Campaign?

[We want to reach three individuals in every community. The CHR would be our top priority in the Health category – if we can't reach the CHR or if there is no CHR in the community the nurse with the longest service would be our next choice. The SAO would be our first choice in the local government group – if we can't reach the SAO we would try to get the Band Manager – if we can't reach the Band Manager we would try the Chief. We would try to get the adult educator in the community if we can't get an individual in one of the other three groups.]

Tick role of respondent and community.

Roles:

- ☐ Recreation Leader
- ☐ CHR Nurse (longest service)
- ☐ SAO Band Manager Chief
- ☐ Adult Educator

NWT Communities:

- ☐ Sachs Harbour
- ☐ Holman
- ☐ Tuktoyaktuk
- ☐ Aklavik
- ☐ Inuvik
- ☐ Paulatuk
- ☐ Tsiigehtchic
- ☐ Fort McPherson
- ☐ Fort Good Hope
- ☐ Colville Lake
- ☐ Norman Wells

- ☐ Tulita
- ☐ Deline
- ☐ Wrigley
- ☐ Fort Simpson
- ☐ Jean Marie River
- ☐ Nahanni Butte
- ☐ Fort Liard
- ☐ Trout Lake
- ☐ Rae Lakes (Gameti)
- ☐ Wekweti
- ☐ Wha Ti
- ☐ Rae Edzo
- ☐ Yellowknife
- ☐ N'dilo
- ☐ Dettah
- ☐ Lutselk'e
- ☐ Fort Resolution
- ☐ Fort Smith
- ☐ Hay River
- ☐ Enterprise
- ☐ Kakisa
- ☐ Fort Providence

Thank you very much for completing this important survey!